



Responsible Party – 2nd Interim Report GEF Evaluation Report – Participants' Survey

1. INTRODUCTION

Comments: Of all the surveys collected a significant number were not filled out completely. Many respondents skipped various questions.

Several concerns arise when the circumstances of the survey taking are considered:

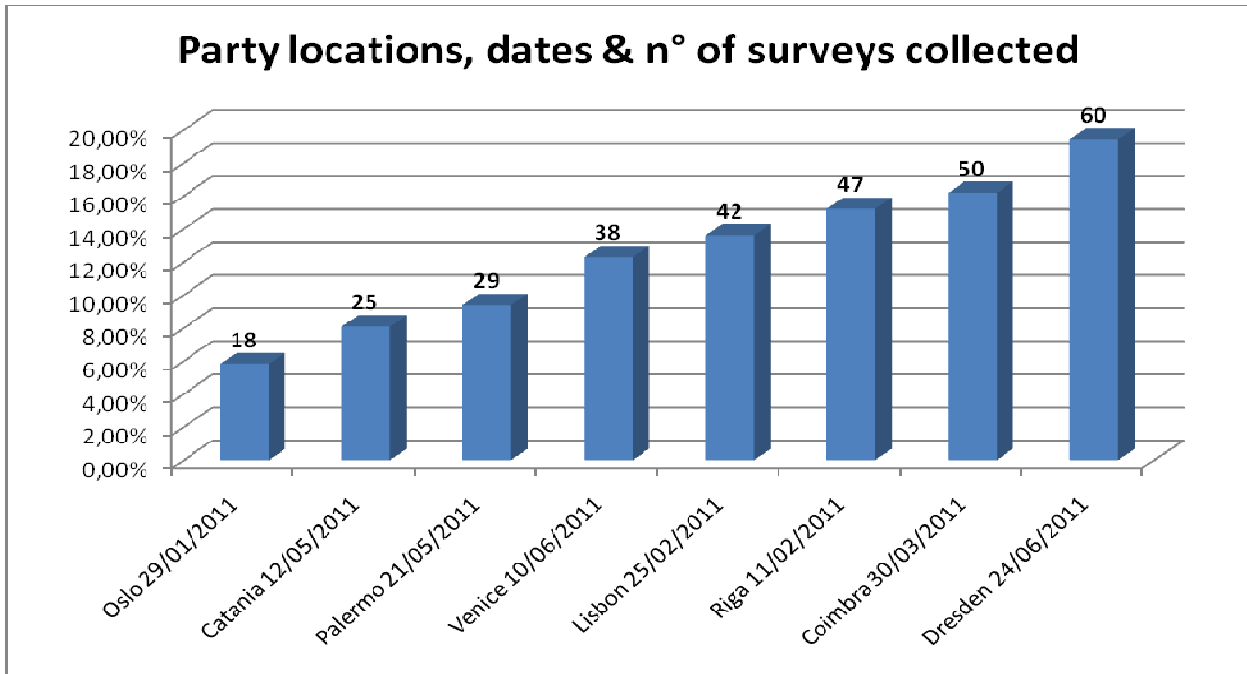
- The survey is in English only and some misunderstanding may have arisen amongst respondents who are not native English speakers.
- The survey was taken at parties where alcohol was served. Depending on their level of intoxication, some respondents were not inclined to take the survey seriously and fill out the multiple choice questions correctly.
- Since the questionnaire was filled out on paper, respondents could choose to skip questions. Also, since the survey was not in digital format, there was no mechanism in place to ensure logical continuation following certain answers given by respondents, thus giving rise to inconsistencies between answers.

GEF recommends using electronic surveys (using net books or iPads) in order to reduce the problems arising from taking surveys on paper.

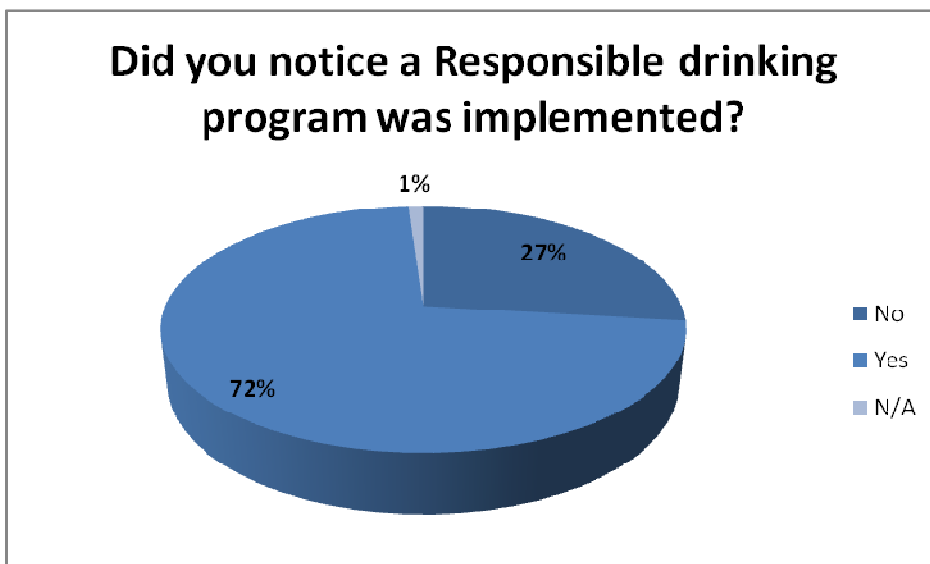
Notice: Important to point out for this second interim report is the fact that some of the collected data has not been incorporated in this report and that the results therefore do not represent all the parties organised.

- Spot check feedback from Dresden is missing at this stage
- Questionnaires taken at a party in Sofia, Bulgaria on the 9th of April 2011 were not entered into the system and have therefore not been taken into account at this stage
- Results from the Brno party that took place on the 24th of March have also not been taken into account for this interim report

Responsible Parties (Round2):

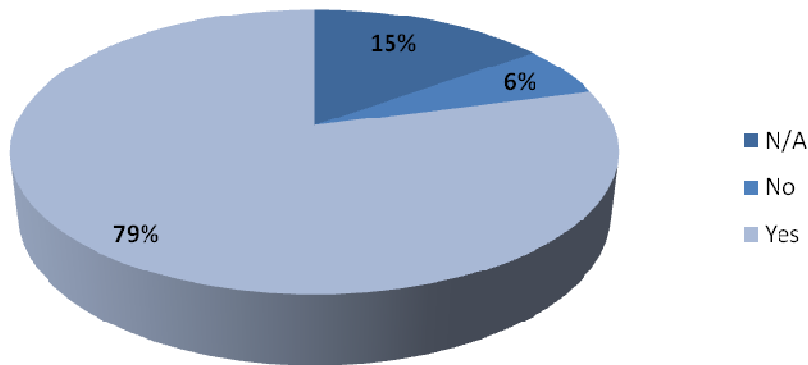


2. Summary Interim Reports 1 & 2 (Global Data)



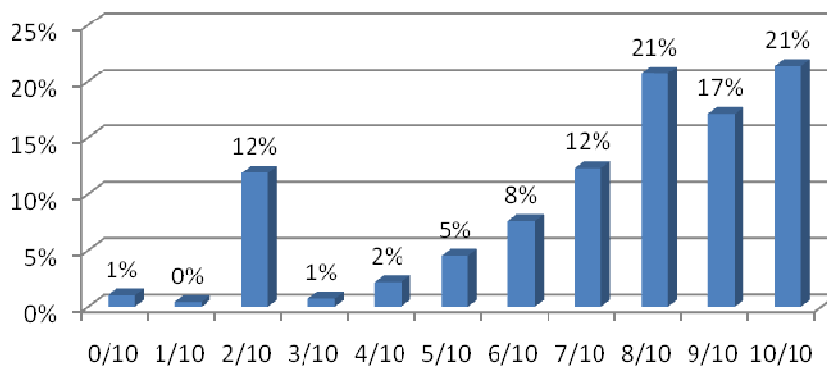
Nearly ¾ of respondents had noticed the programme across all the parties surveyed.

Was staff easy to identify?

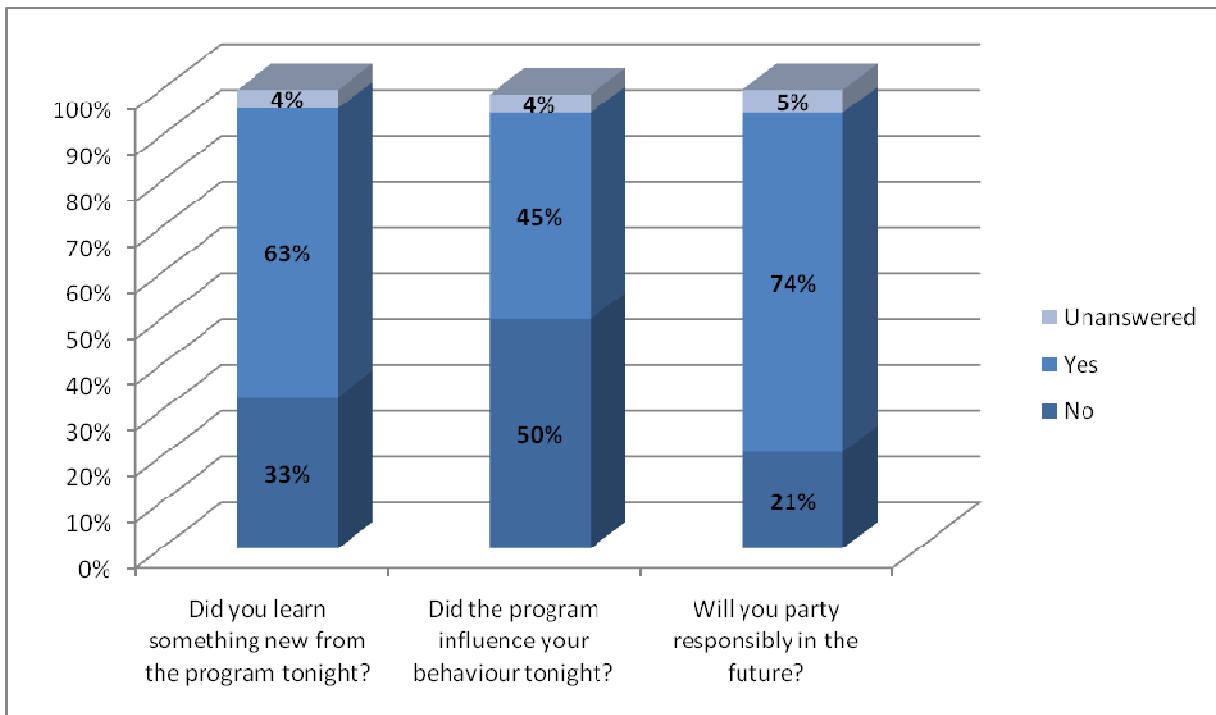


Staff was easy to recognise. Nearly 80% of respondents thought so.

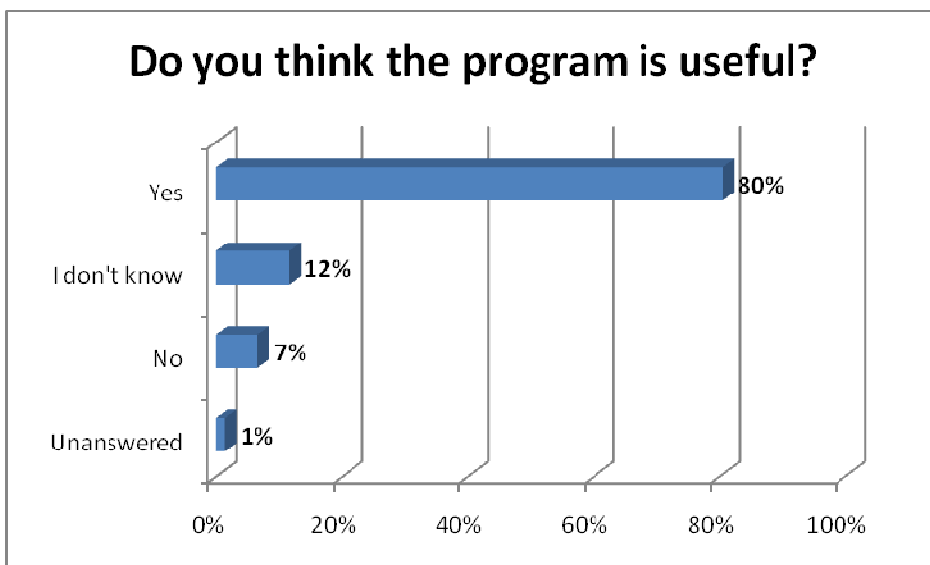
Did you appreciate the program? (0 - not at all; 10 - a lot)



Nearly 60% of all respondents gave the programme a score of 8/10 and above. A strange anomaly saw 12% of respondents give the programme a score of 2/10.

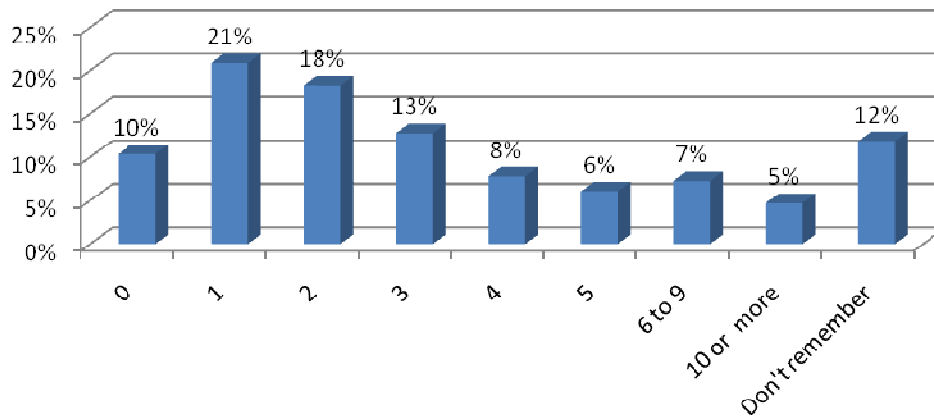


Nearly 75% of all respondents said they would party responsibly in the future. More than 60% said to have learned something new thanks to the programme and about half of the respondents said their behaviour on the evening of the party itself had been influenced by the programme.



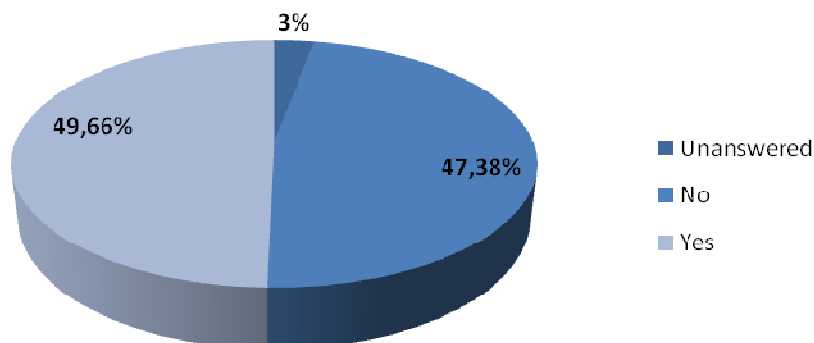
An overwhelming 80% thought the programme to be useful. Only 7% didn't think it was of any use. 12% were undecided.

How many drinks did you have?



1/5 of respondents only consumed 1 alcoholic drink during the Responsible Party. 62% consumed 3 drinks or less. 5% consumed more than 10 alcoholic drinks.

Were you drinking alcohol before your arrival at the party?

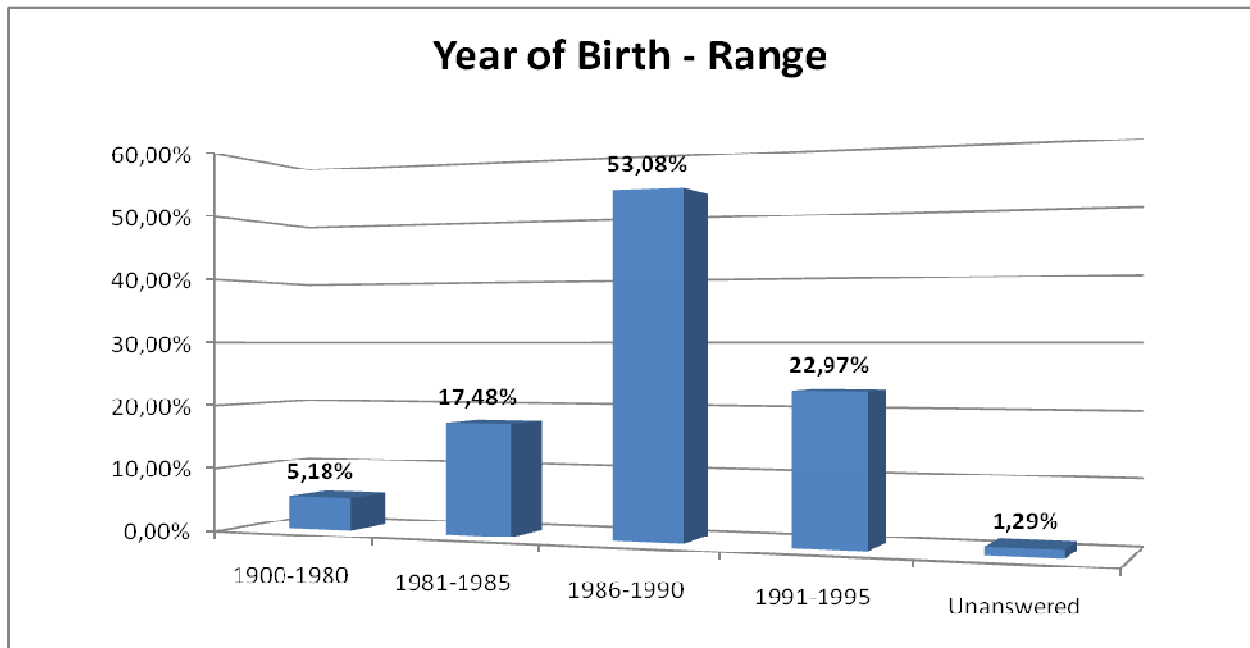


50% of respondents had been drinking before arrival at the party.

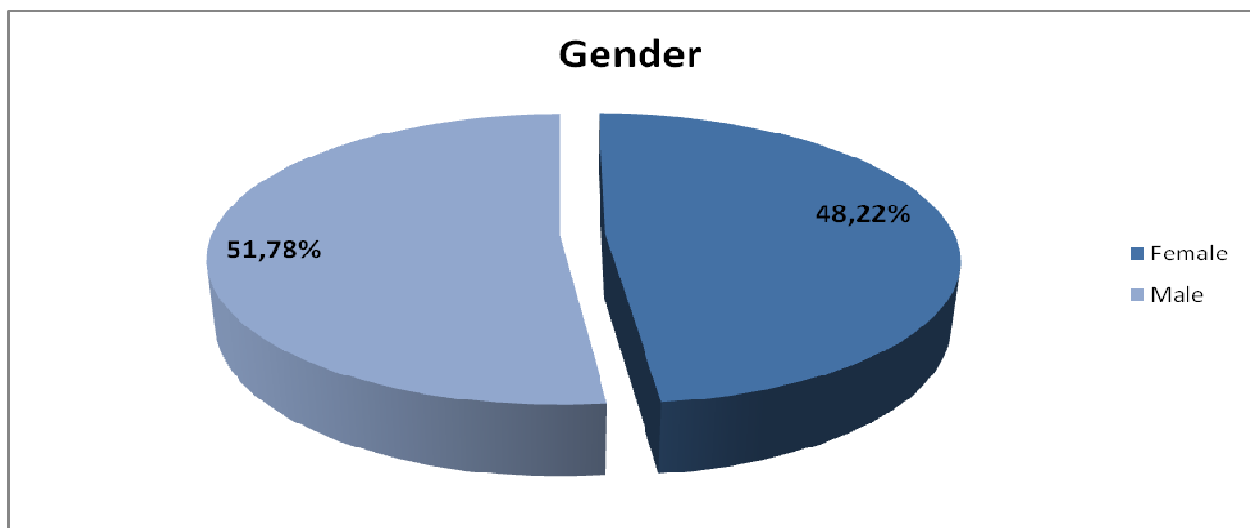
3. GLOBAL DATA

Round 1 - Total Number of Surveys collected and analyzed: **434**

Round 2 - Total Number of Surveys collected and analyzed: **309**

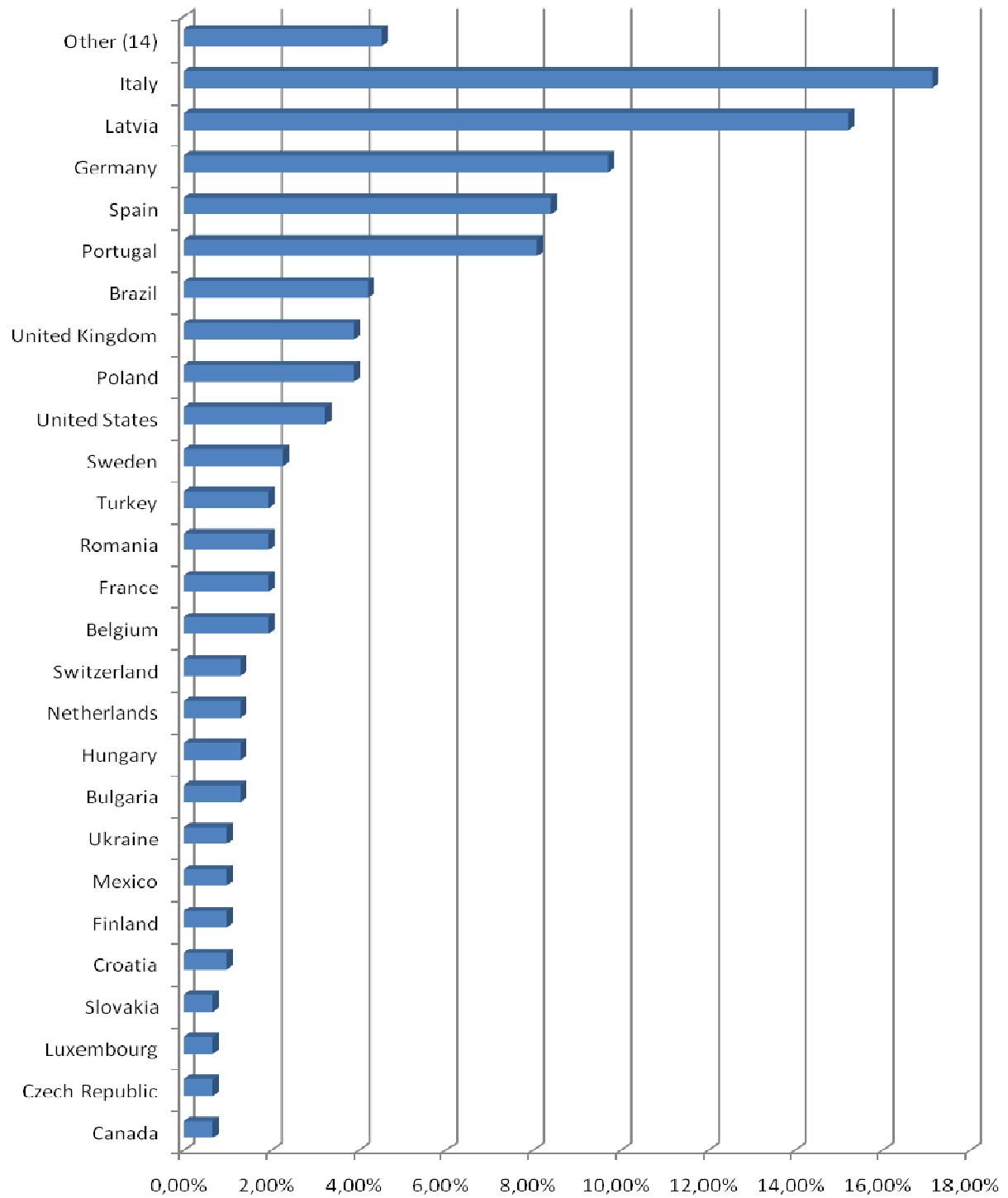


The great majority of the respondents (95%) were between 15 and 30 years old.
4 respondents did not answer this question.



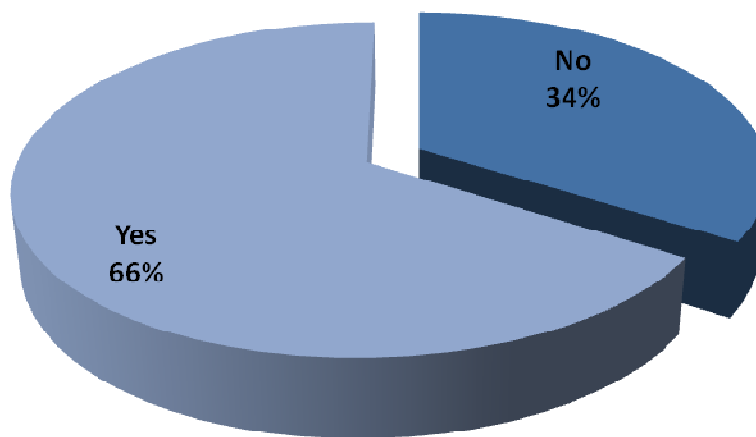
The gender balance of respondents was roughly 50/50, with slightly more males answering than females.

Nationality



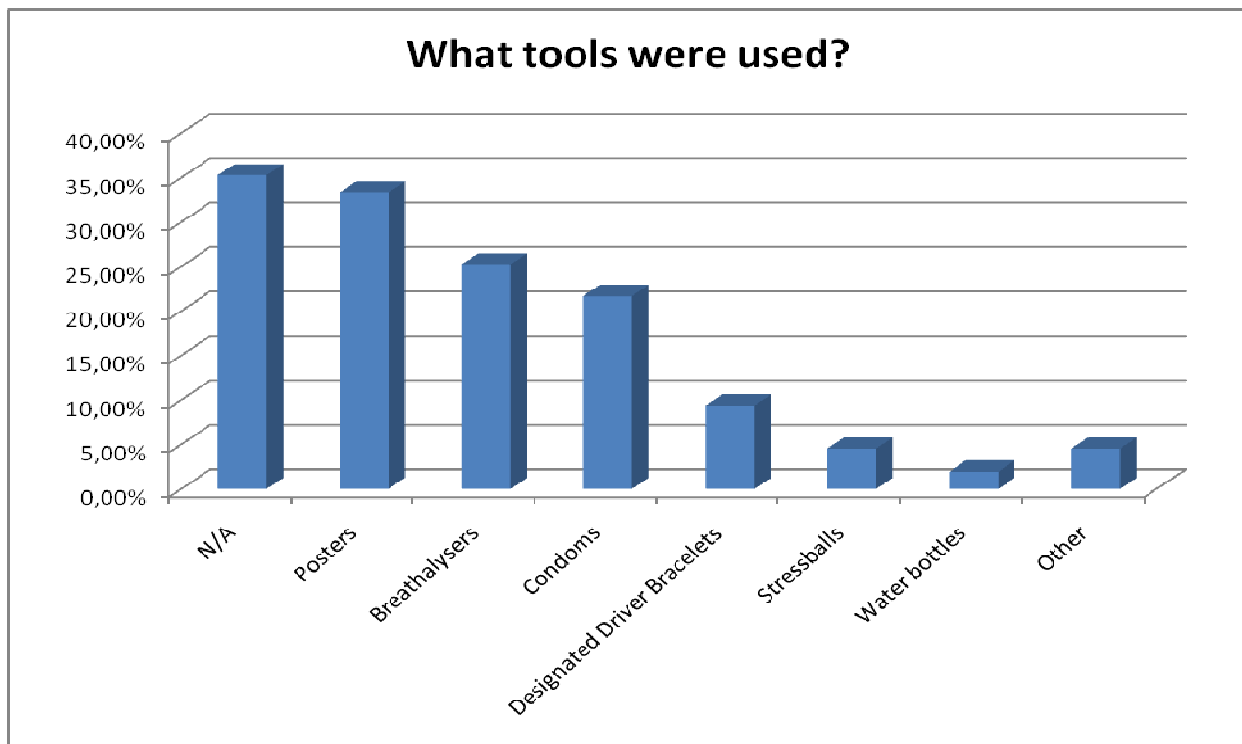
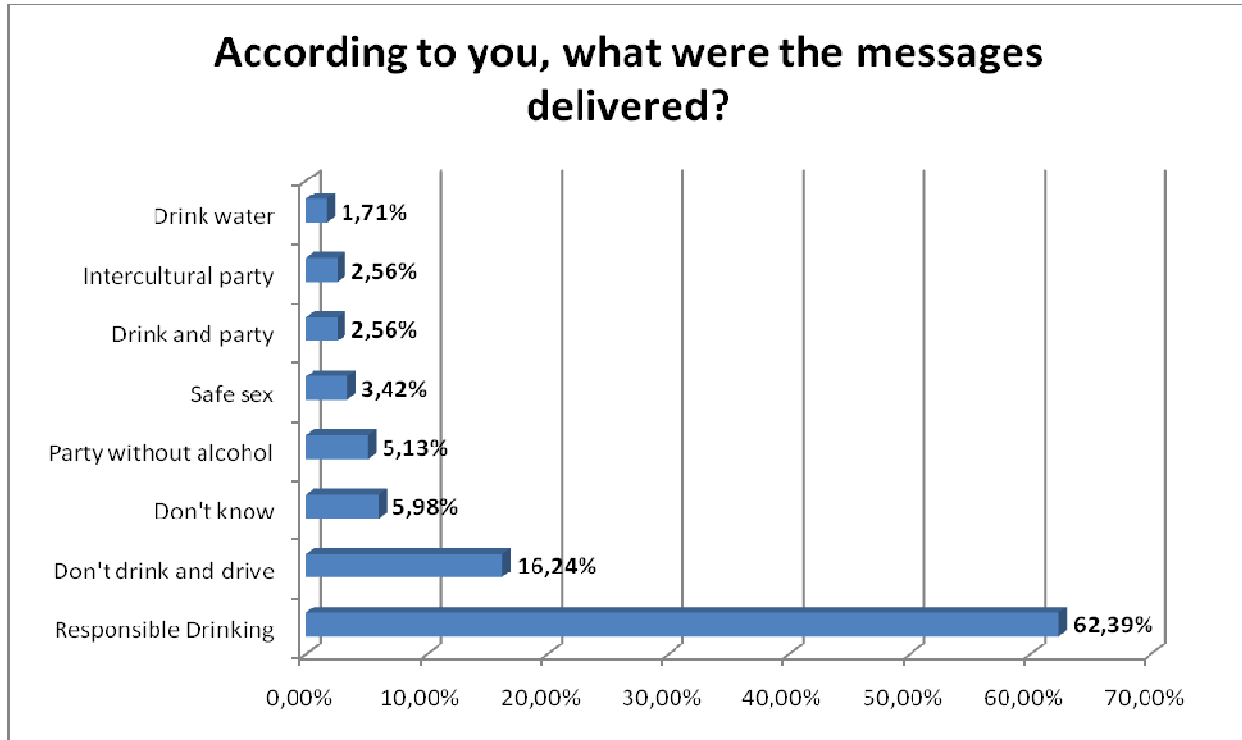
Over 75% of all surveys were answered by nationals from 10 different countries, of which 8 EU Member States: Italy, Latvia, Germany, Spain, Portugal, UK and Poland. Brazil and the USA figure in the top 10 as the only non-EU Member States.

Did you notice a Responsible drinking programme was implemented tonight?

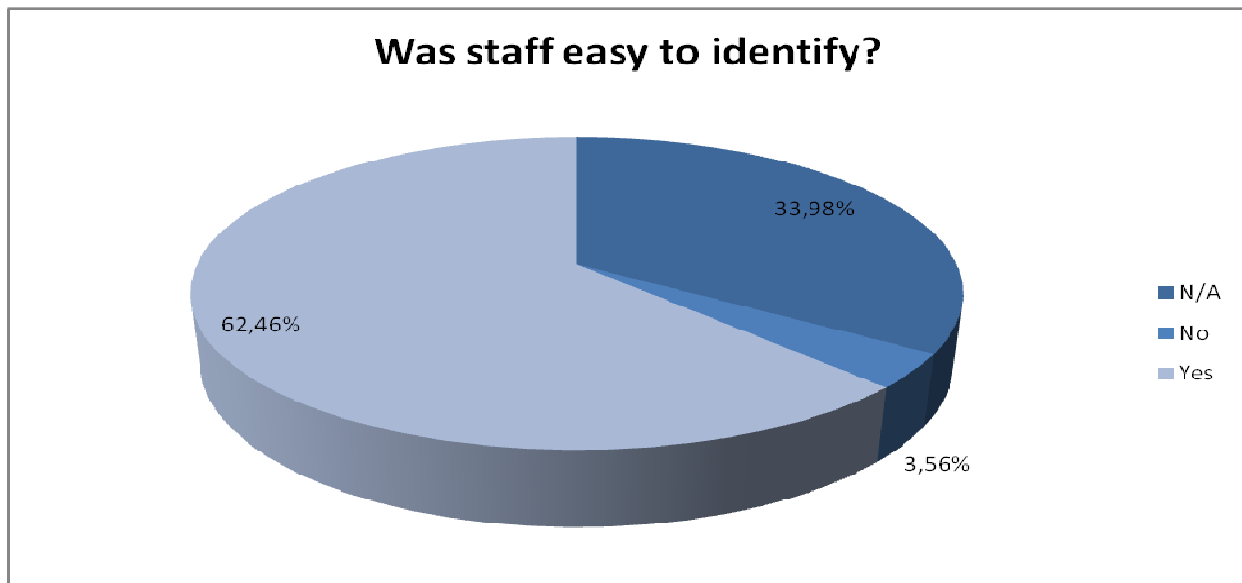


Roughly 2/3 of all respondents noticed the Responsible Drinking programme at the party they attended. This is down from the first interim report where 3/4 noticed the programme.

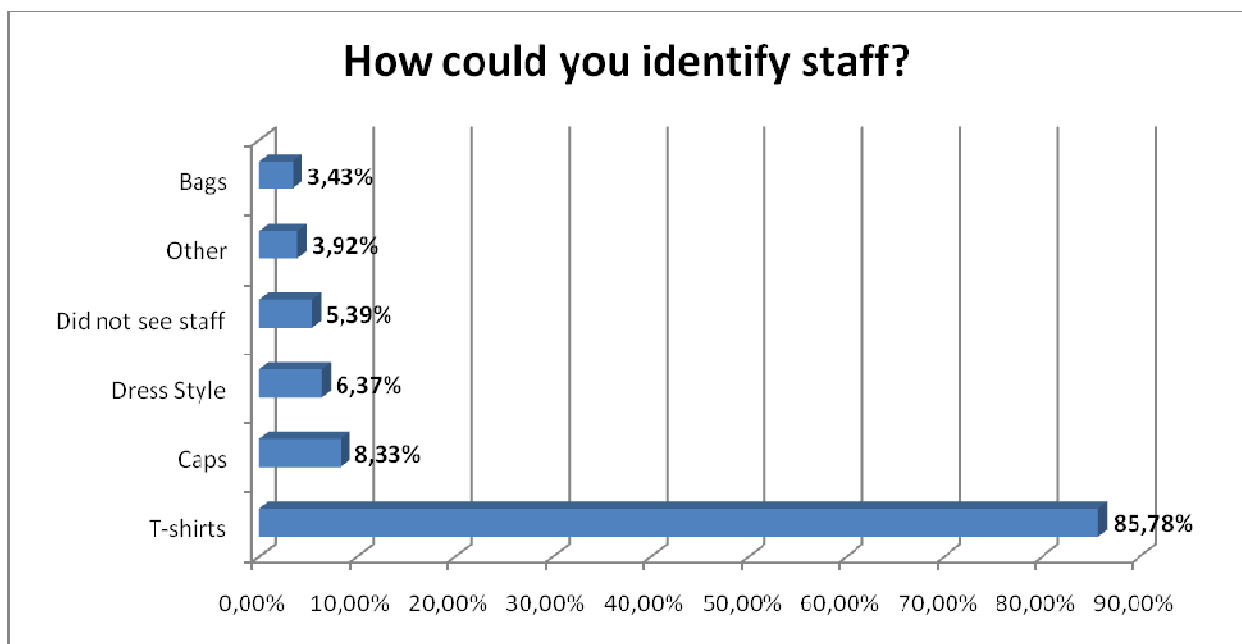
When asked in an open question what they believed the message of the programme was, respondents answered the following:



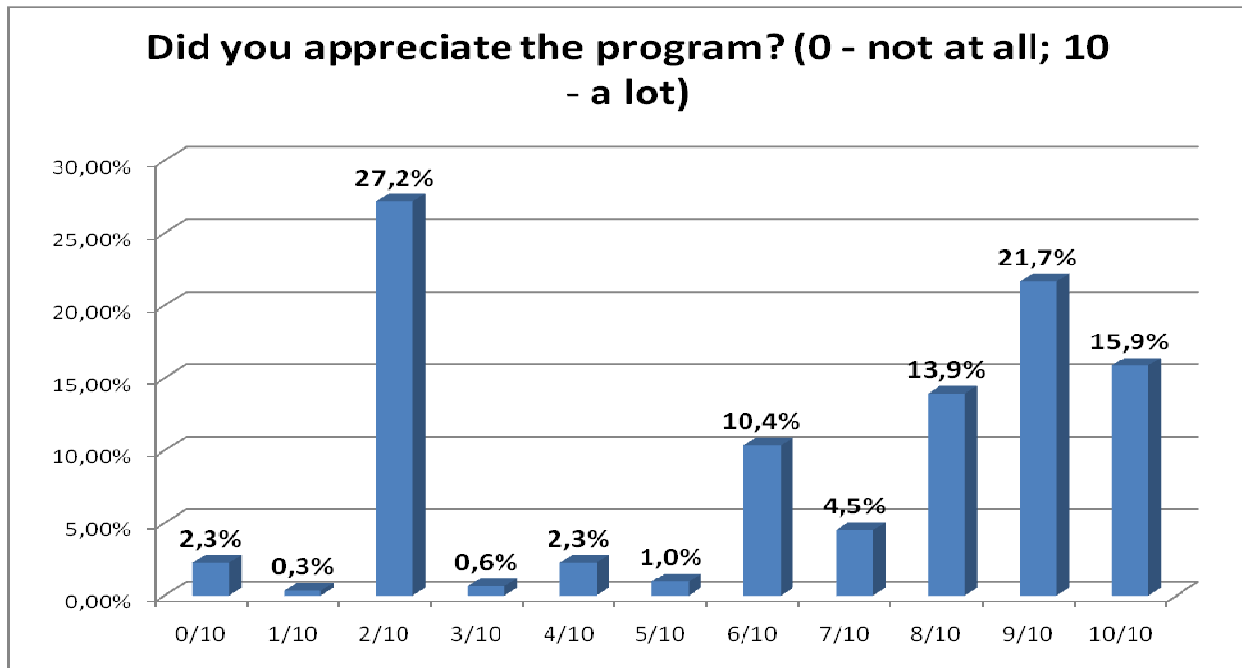
35% of the respondents did not notice the programme. A third of respondents noticed the posters used by the programme organizers and nearly a quarter were aware of the use of breathalyzers. Slightly more than 20% of respondents also noticed the distribution of condoms. Designated driver bracelets (9%), stress balls (5%) and water bottles (2%) were less visible or not distributed at every party.



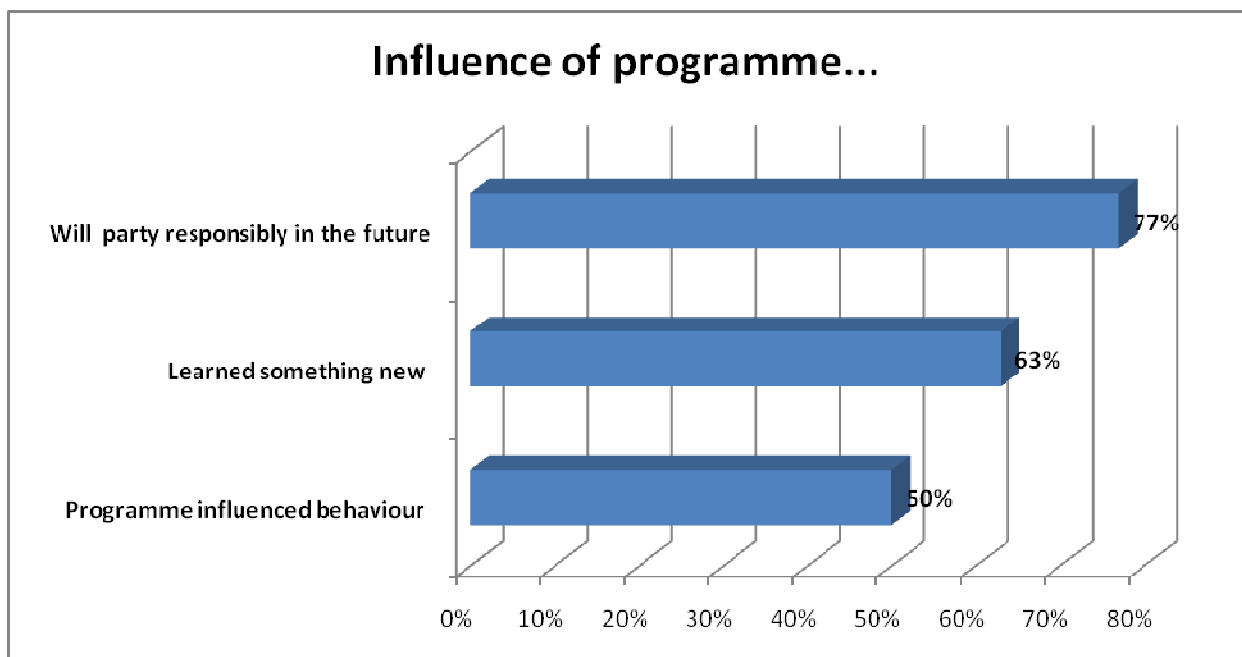
More than 60% of respondents thought staff was easy to identify thanks to the T-shirts they wore (86%) as well as the caps (8%).



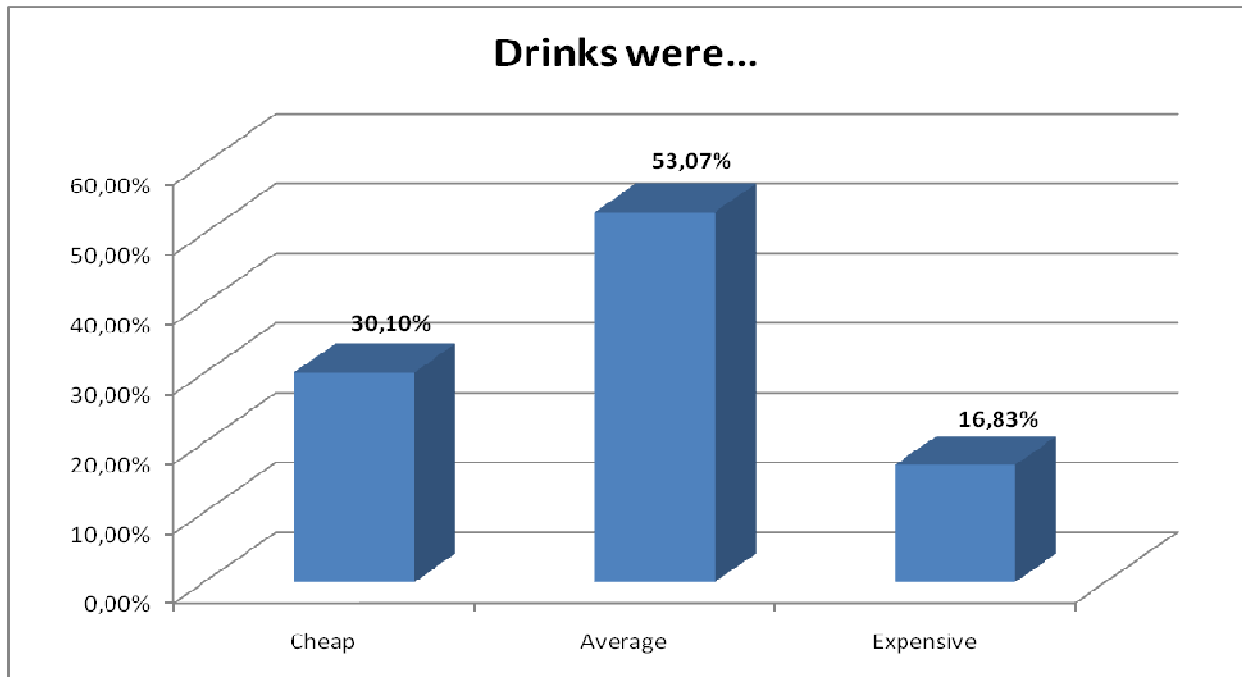
Other visibility items included bags and dress style. About 5% of respondents who were aware of the programme claim not to have seen staff.



65% of respondents gave the programme a score of 6 out of 10 or above, with more than 50% giving the programme a score above of 8/10 and above. Inexplicably, an inordinate number of respondents (over a quarter) gave the programme a score of 2 out of 10.

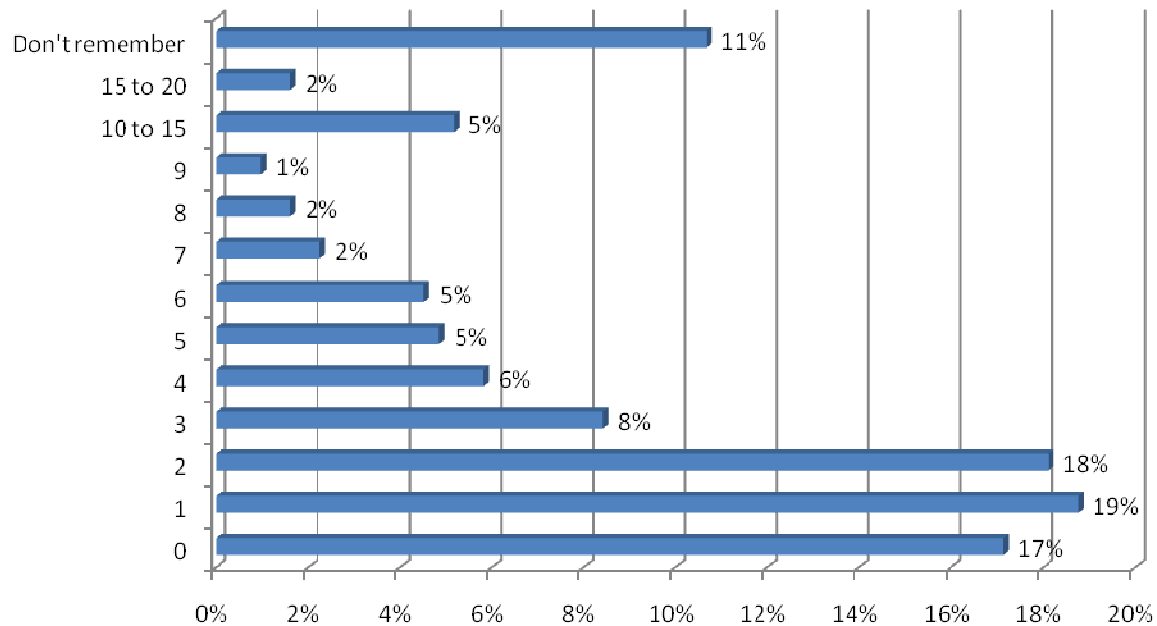


77% of respondents said that they would party responsibly in the future (slightly up from last time). A steady 63% responded that they had learned something new. And half of the respondents were positively influenced by the programme and adapted their behavior accordingly during the party.



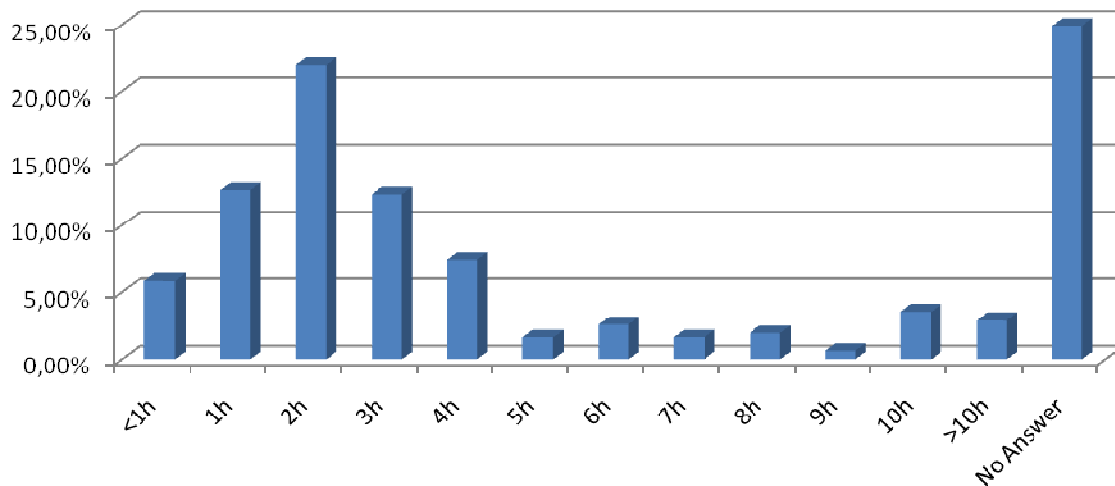
53% of respondents thought drink prices were average. Nearly a third of respondents (30%) thought drinks were cheap. Only 17% of respondents thought drinks were rather expensive.

How many alcoholic drinks did you have?



The majority of respondents (50%) had between 1 and 4 drinks. A large number of respondents (17%) did not consume alcohol, with only 15% of people consuming more than 6 alcoholic drinks. 11% of respondents did not remember the number of drinks they had or did not answer this question.

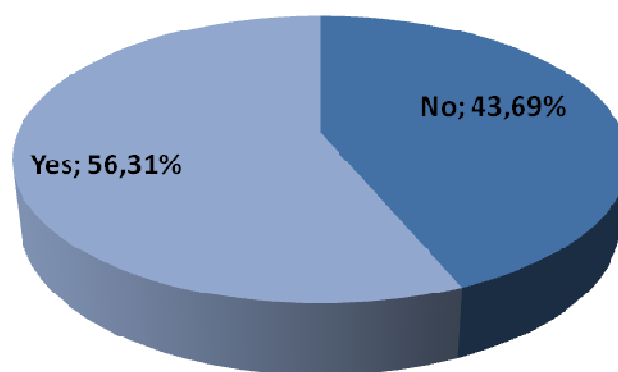
Over what period of time were you consuming alcoholic drinks?



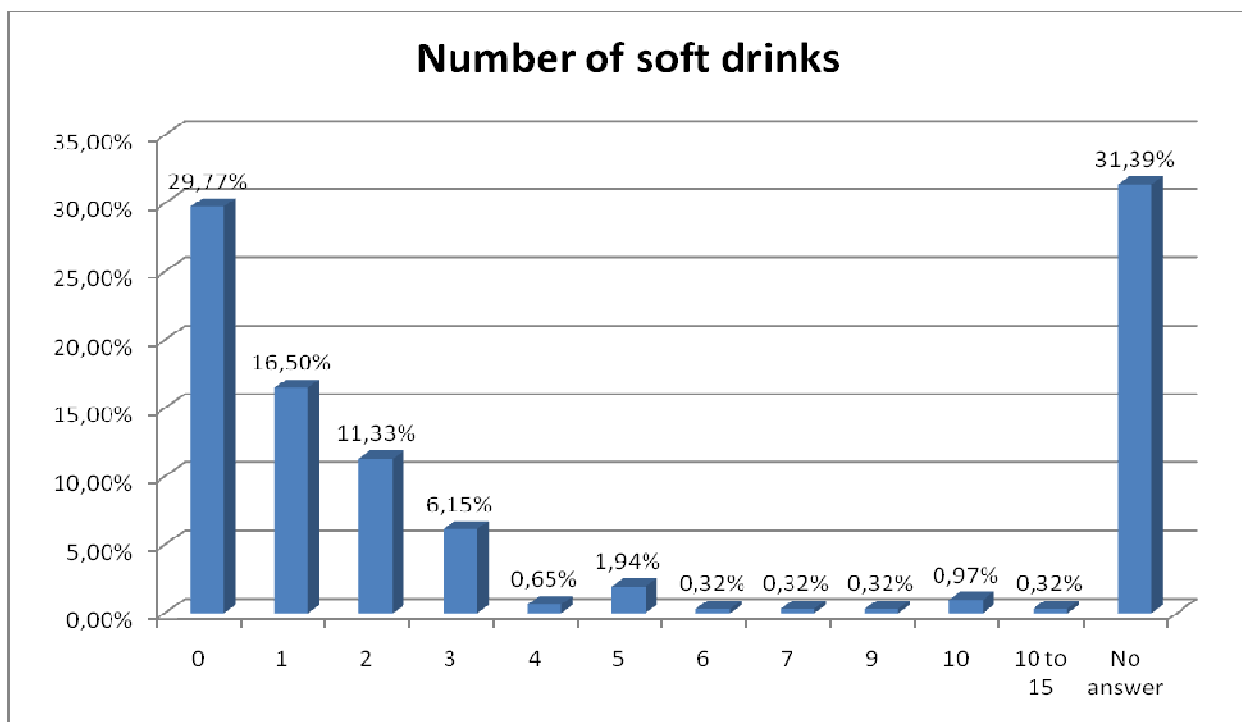
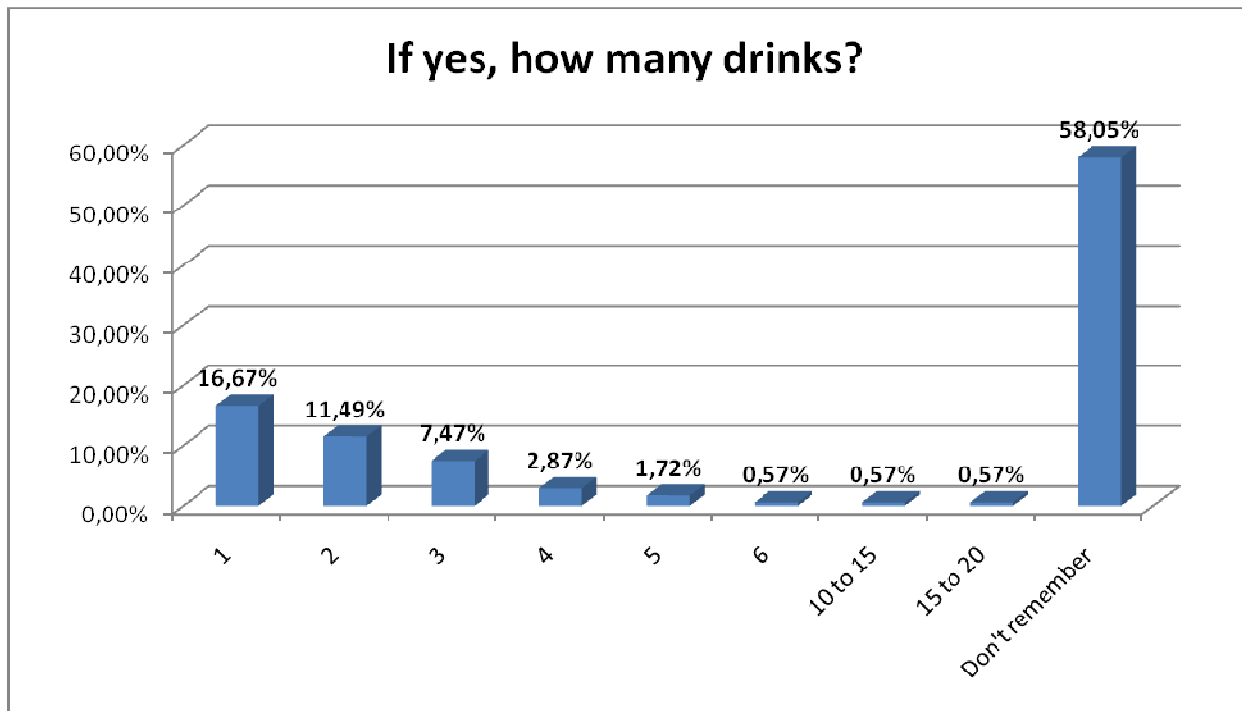
Nearly 25% of respondents did not answer this question.

Again, the great majority of people (54%) stayed at the party for a duration in between 1 to 4 hours. About 5% stayed for less than an hour. Others, about 6%, stayed for 10 h or more.

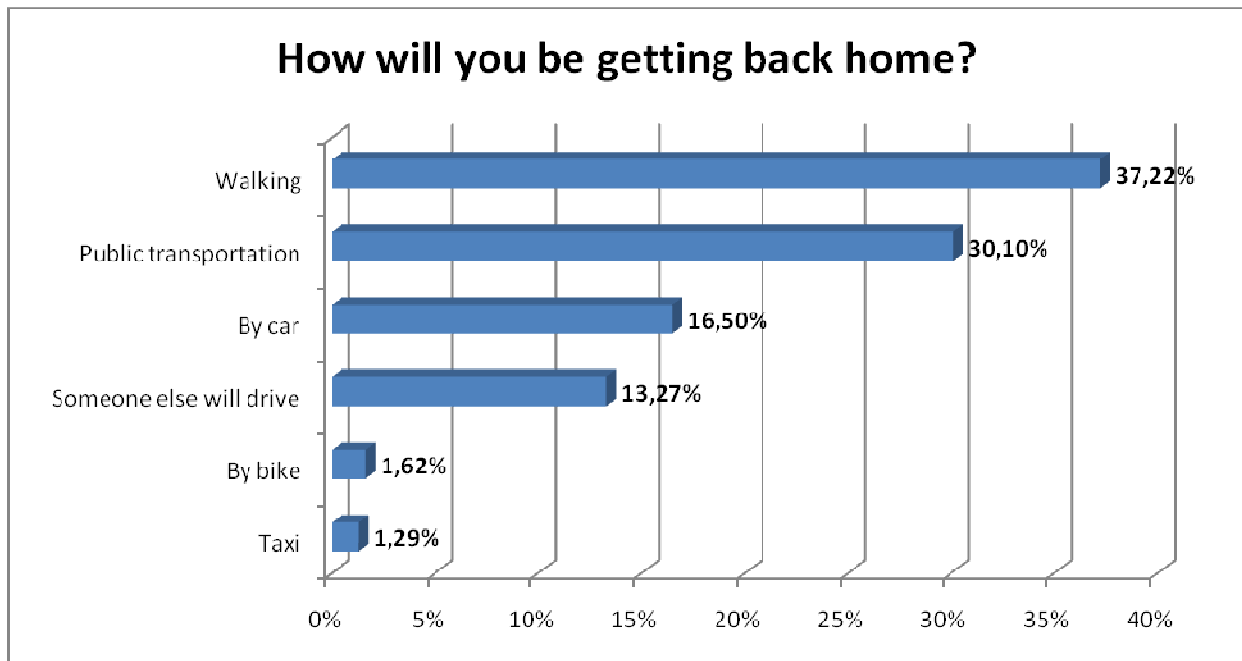
Were you drinking alcohol before your arrival at the party?



The majority of respondents (56%) had been drinking alcohol before arriving to the party, of whom 58% doesn't remember how many drinks they had before.... Of those who do remember the great majority had in between 1 and 3 drinks.

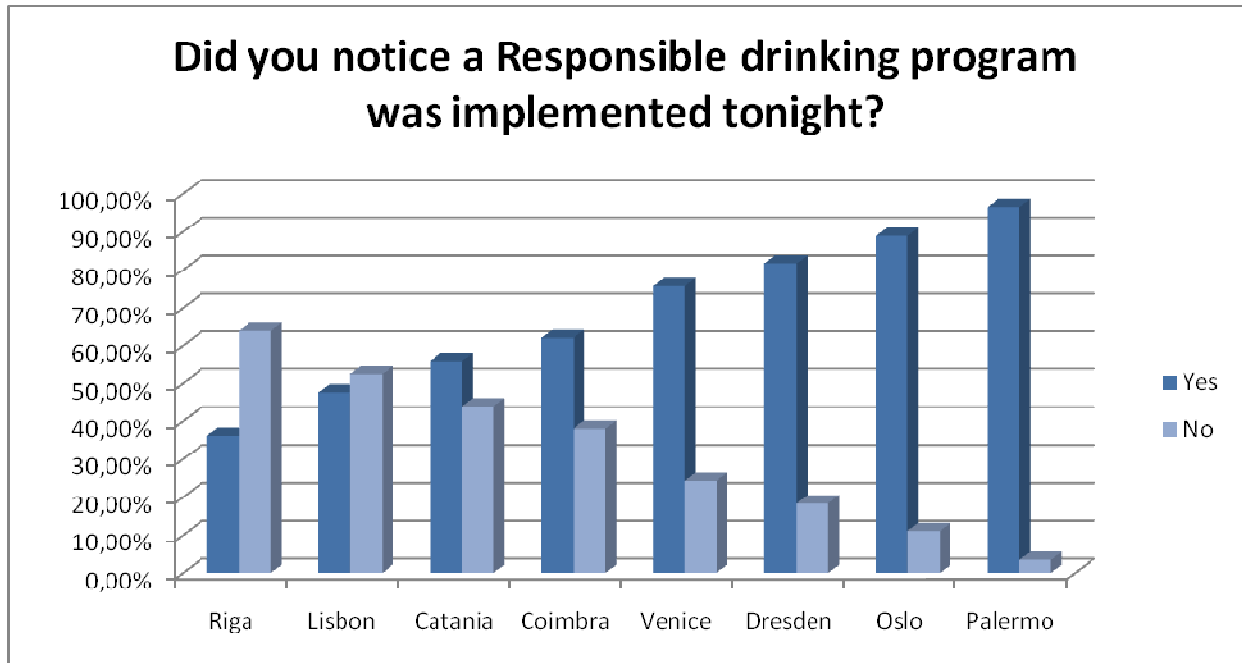


30% of partygoers had no soft drinks whatsoever. A third had in between 1 to 3 soft drinks during the night. 30% of respondents did not answer this question.

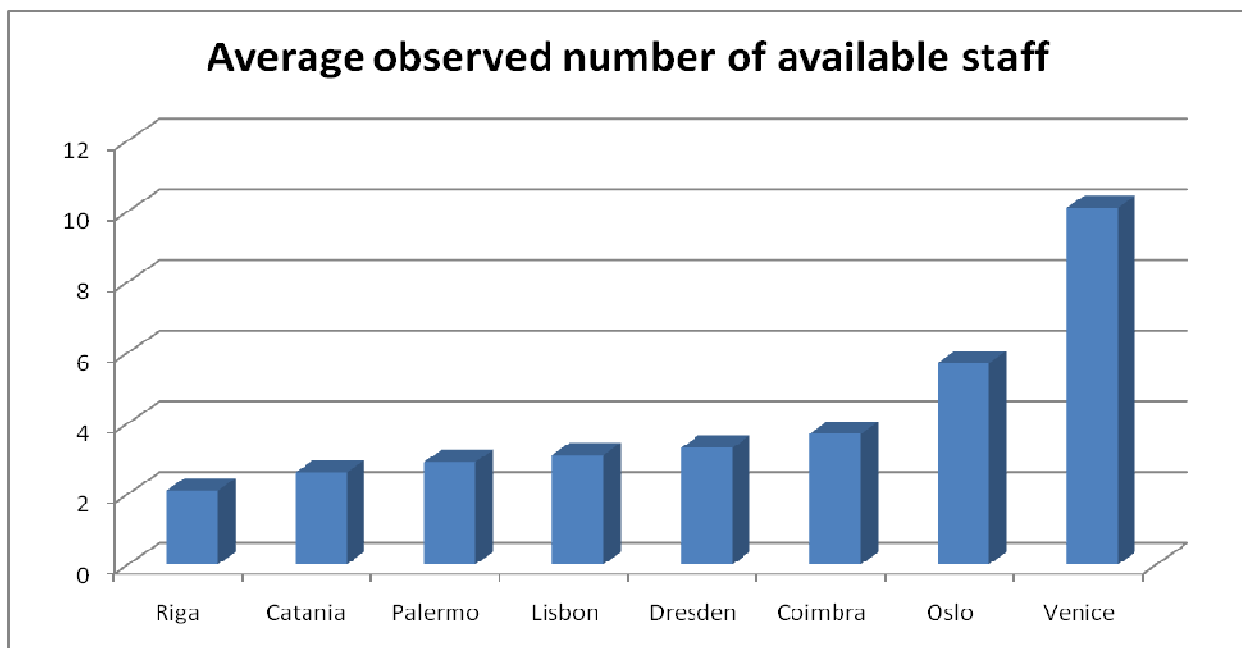


The majority of people – 37% - opted to walk home. Another popular option was to take public transport, with nearly a third of respondents. Only 18% were driving themselves home by car or bike and another 20% decided to walk. Compared to the first interim report, this represents a real shift from driving home yourself or with someone to walking and public transport.

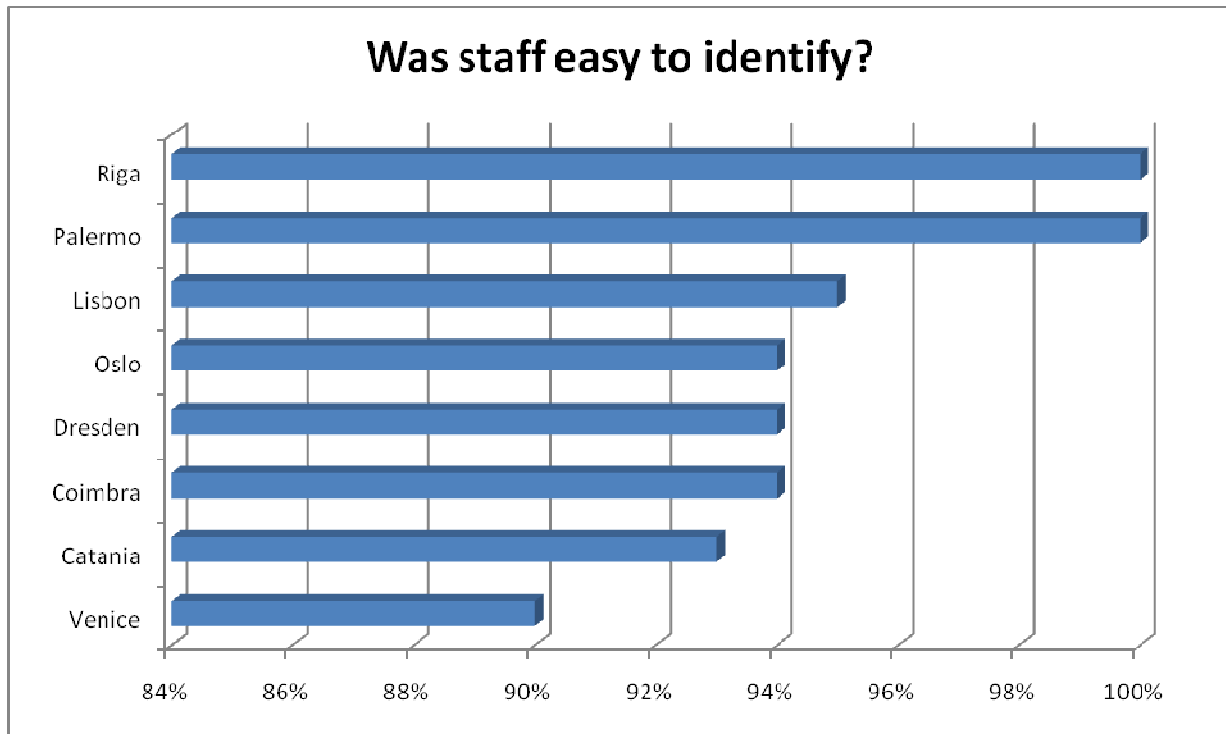
4. DATA ANALYSIS BY PARTY LOCATION (CITY)



Partygoers were most likely to notice the Responsible Party programme in Palermo, Oslo and Dresden. The least visible programmes were in Riga and Lisbon.

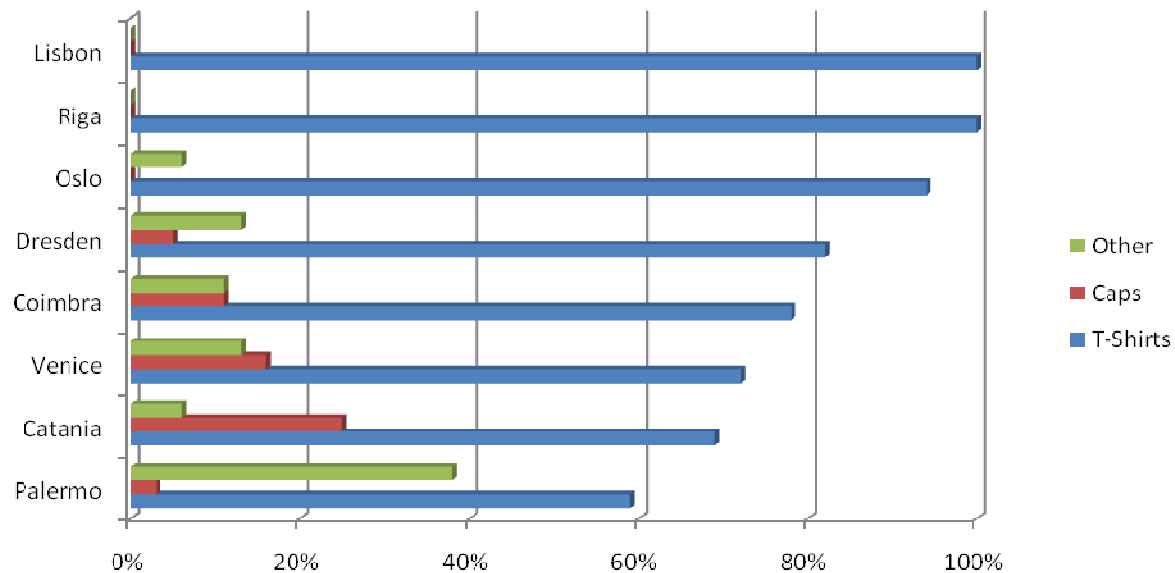


Responsible Party Staff were very numerous in Venice (more than 10 observed by partygoers) and Oslo (nearly 6 observed).



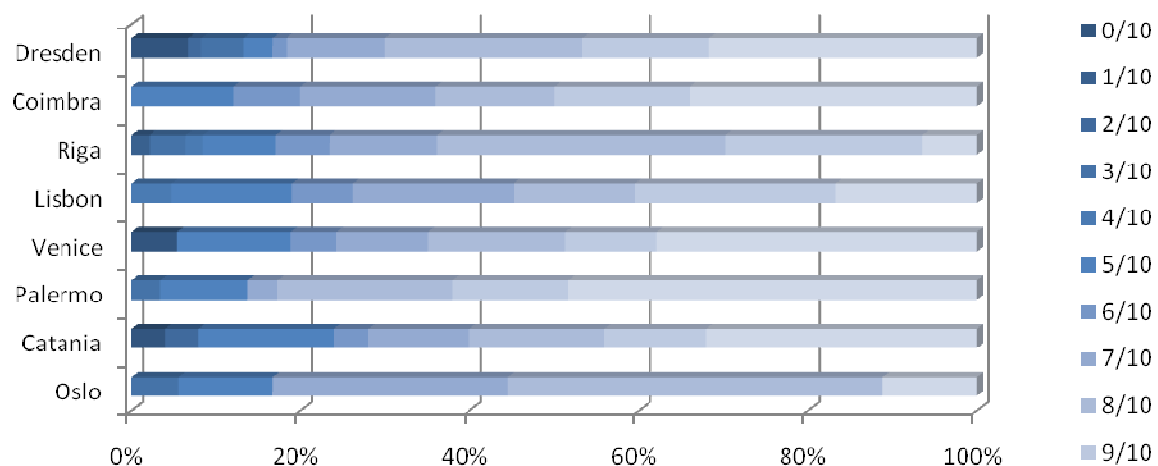
Staff was easy to identify in nearly all the cities where the parties were held. The lowest level of recognition was found in Venice where 90% of respondents recognized staff.

How was staff identifiable?

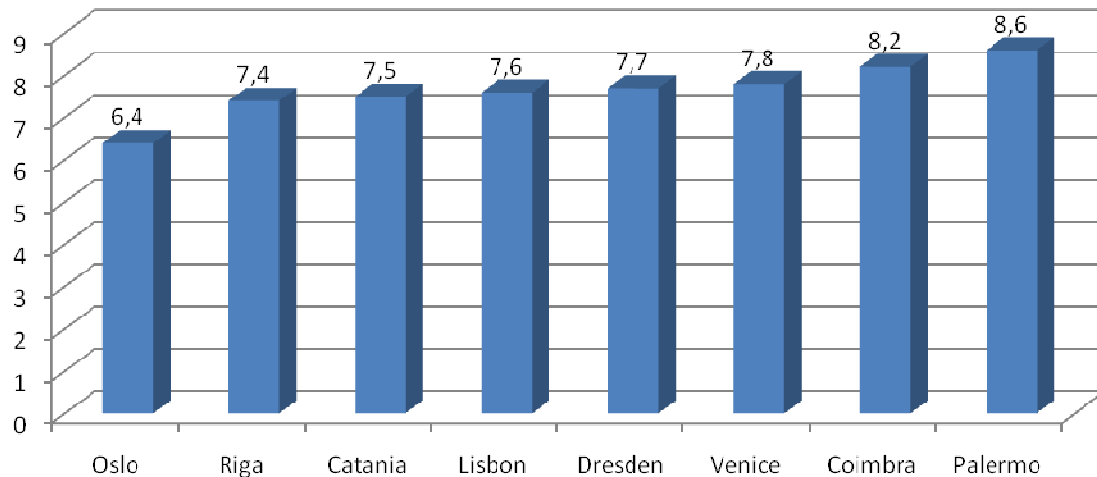


T-shirts were the most visible elements by which to recognize staff. Caps were also visible in Catania and Venice.

Did you appreciate the program? (0- not at all 10- a lot)

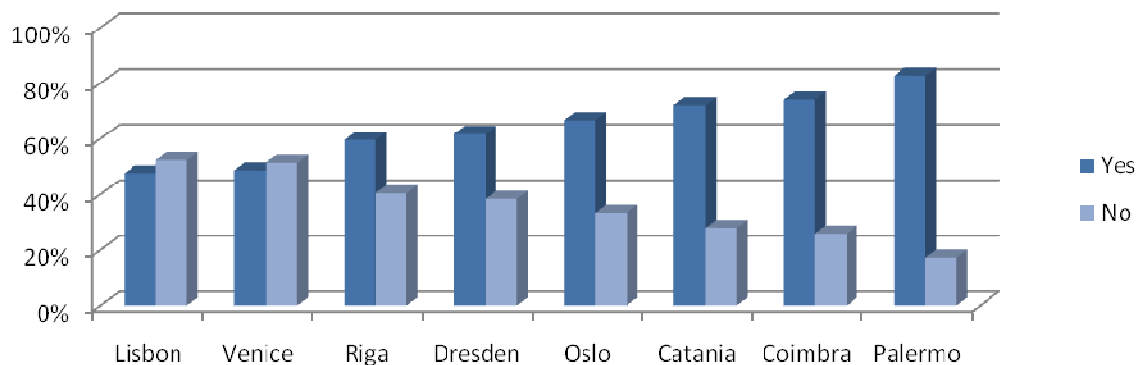


Did you appreciate the program? (0- not at all 10- a lot)

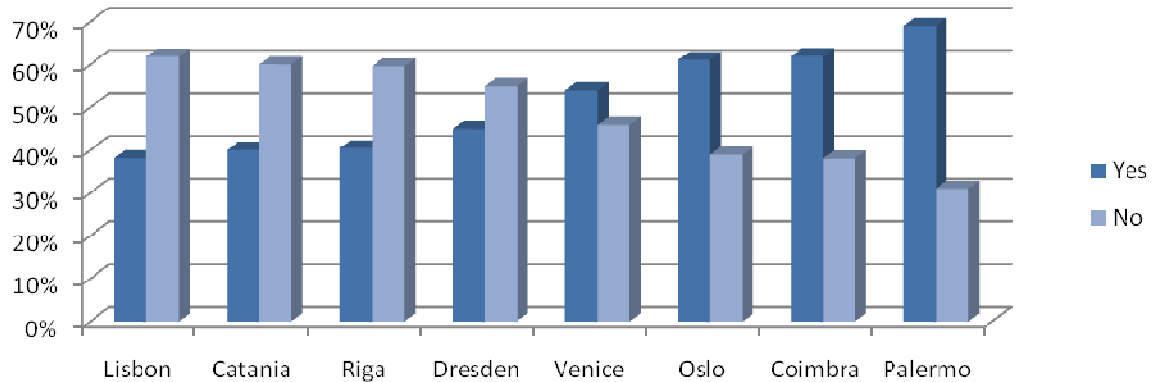


The programme enjoyed quite a warm reception, ranging from a 6,4 / 10 appreciation rate in Milan to a 8,6 / 10 in Athens... slightly down from the first round of parties in 2010. Overall the programme had an average appreciation rate 7,7 out of 10.

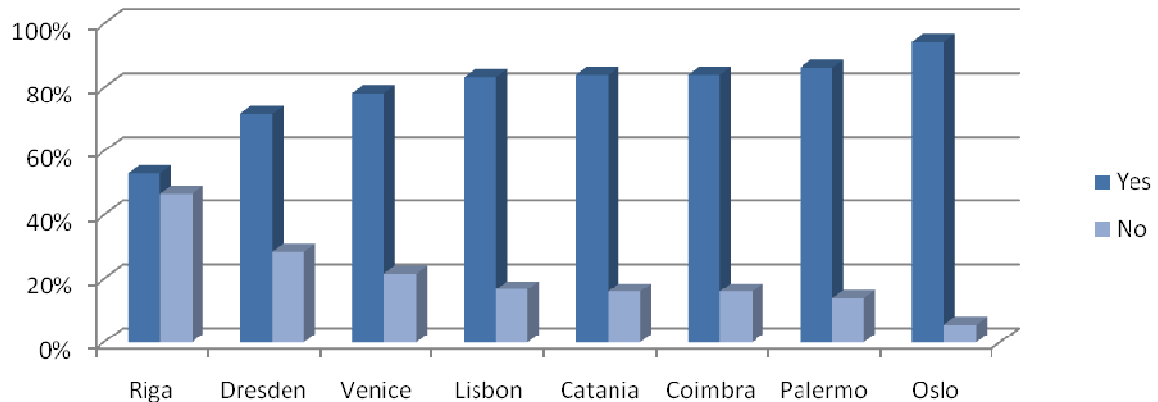
Did you learn something new from the program tonight?



Did the program influence your behaviour tonight?



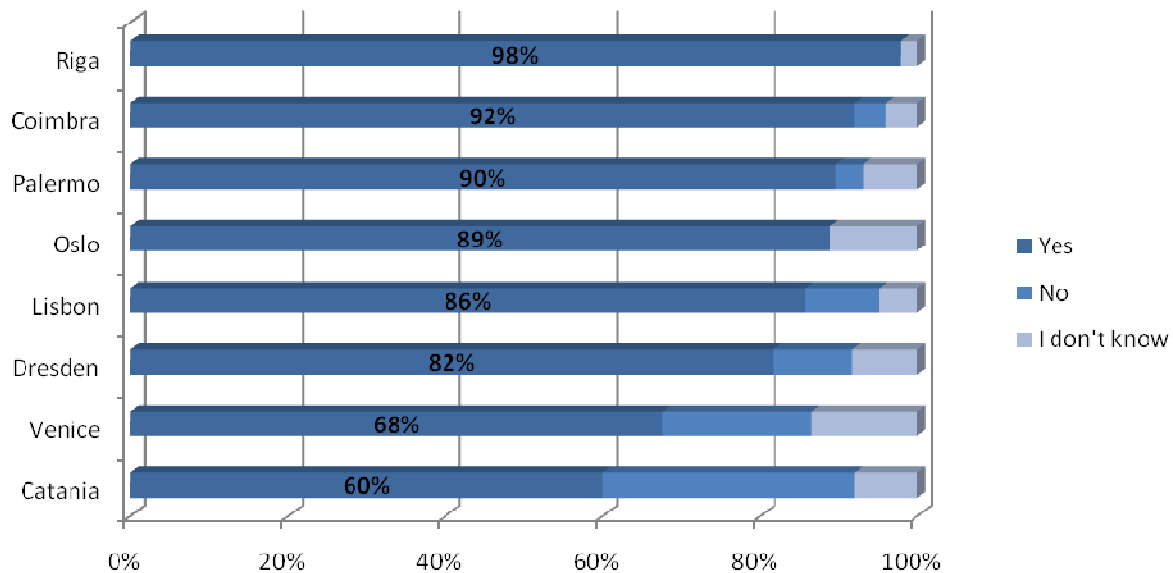
Will you party responsibly in the future?



More than 75% of respondents in Palermo and Coimbra said they learned something from the programme. In Lisbon and Venice, however, the majority of respondents said they didn't. It's again respondents from Palermo and Coimbra that claimed they adapted their behavior during the night thanks to the programme. Respondents in Lisbon, Catania and Riga, however, did not adapt their behavior accordingly.

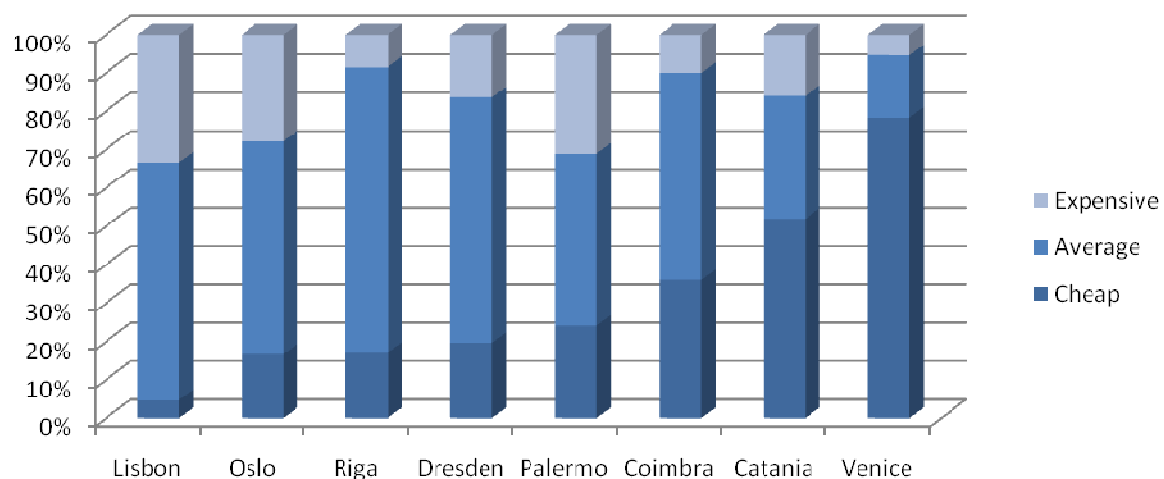
The great majority of respondents – above 50% in every city and up to 95% in Oslo – said they would party responsibly in the future.

Do you think the program is useful?



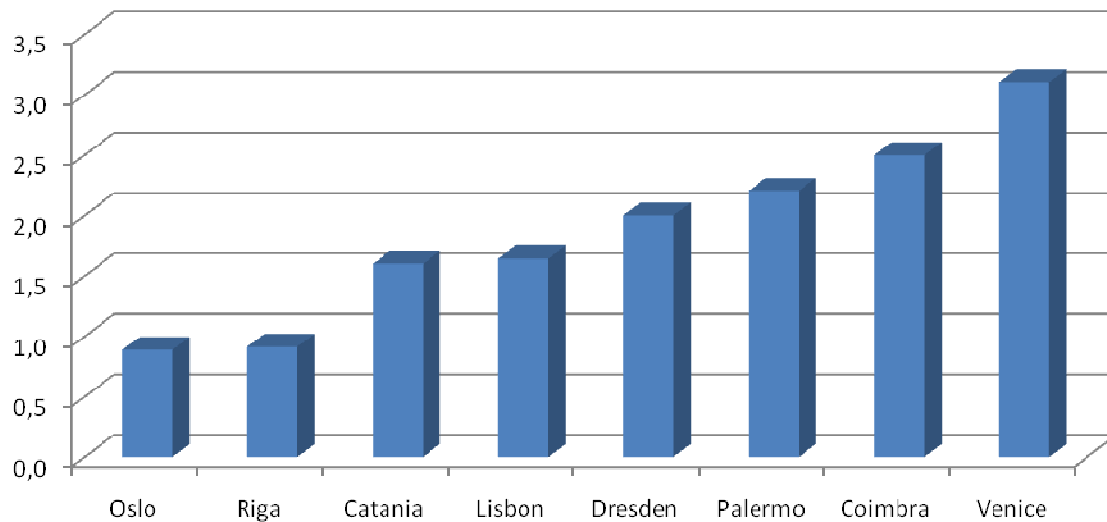
Coimbra and Palermo score high again with 90% or more of respondents finding the programme useful. In Riga nearly 98% thought the programme was useful. Catania was the city where the programme was perceived as least useful with 32% saying they didn't think it was of any use.

Would you say that drinks were...



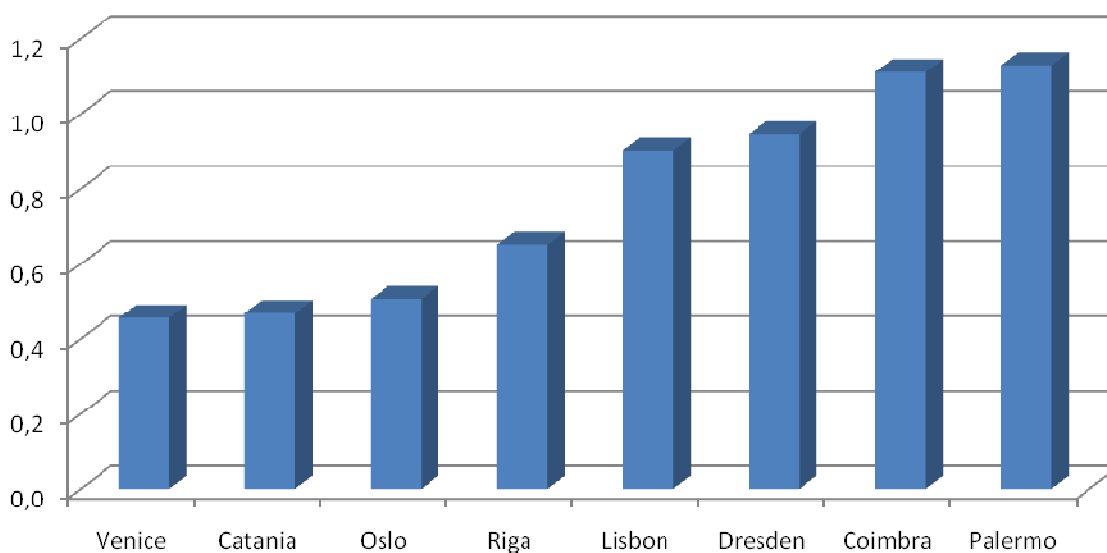
Partygoers in Venice and Catania were pleasantly surprised by the cheap prices of drinks, whereas more than 30% in Lisbon thought drinks were expensive.

How many alcoholic drinks did you have?

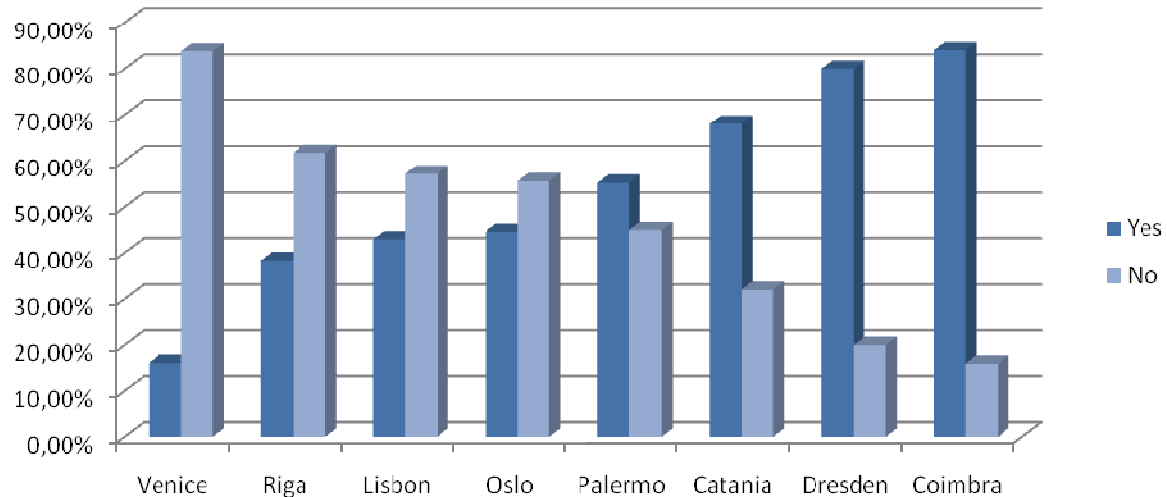


The heaviest drinkers could be found at the parties in Venice, Coimbra and Palermo. However, if we look at the number of drinks per hour, Venice drops to the last place, and Dresden creeps into the top 3.

Average number of alcoholic drinks per hour

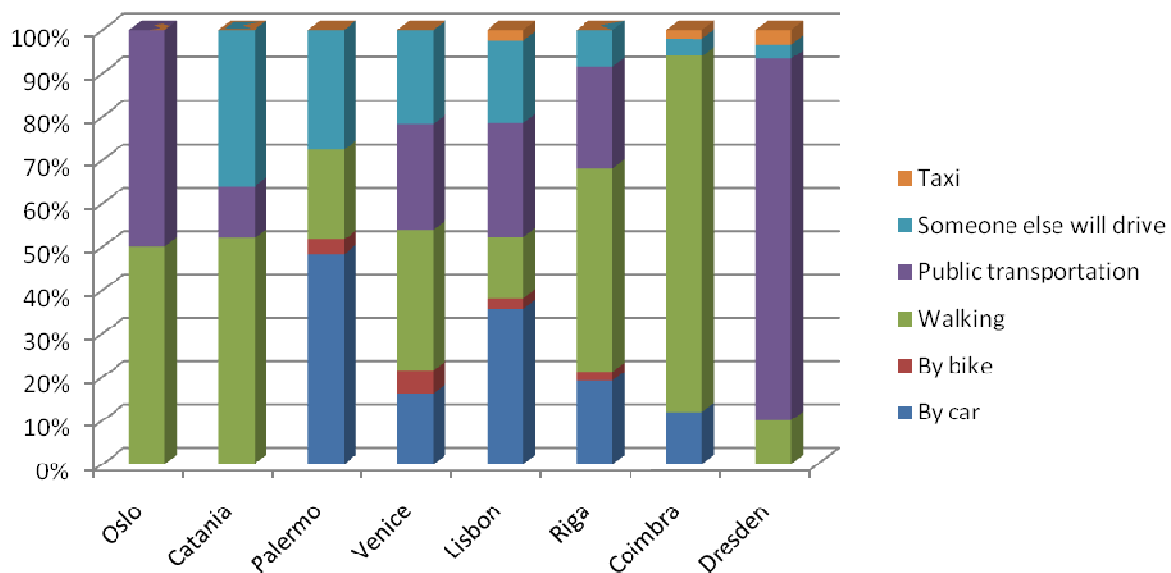


Were you drinking alcohol before your arrival at the party?



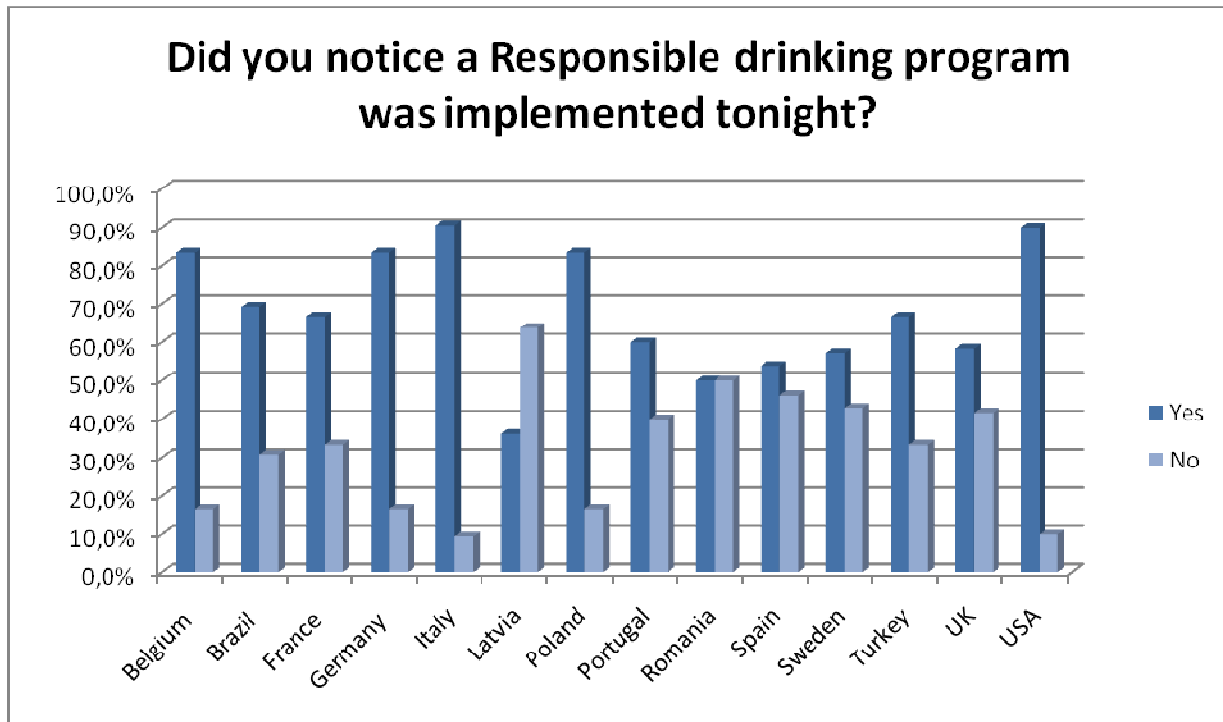
Venice also had the fewest number of respondents who claimed to have consumed alcoholic drinks before arriving at the party. Again Coimbra and Dresden score high on alcohol consumption before the party.

How will you be getting back home?



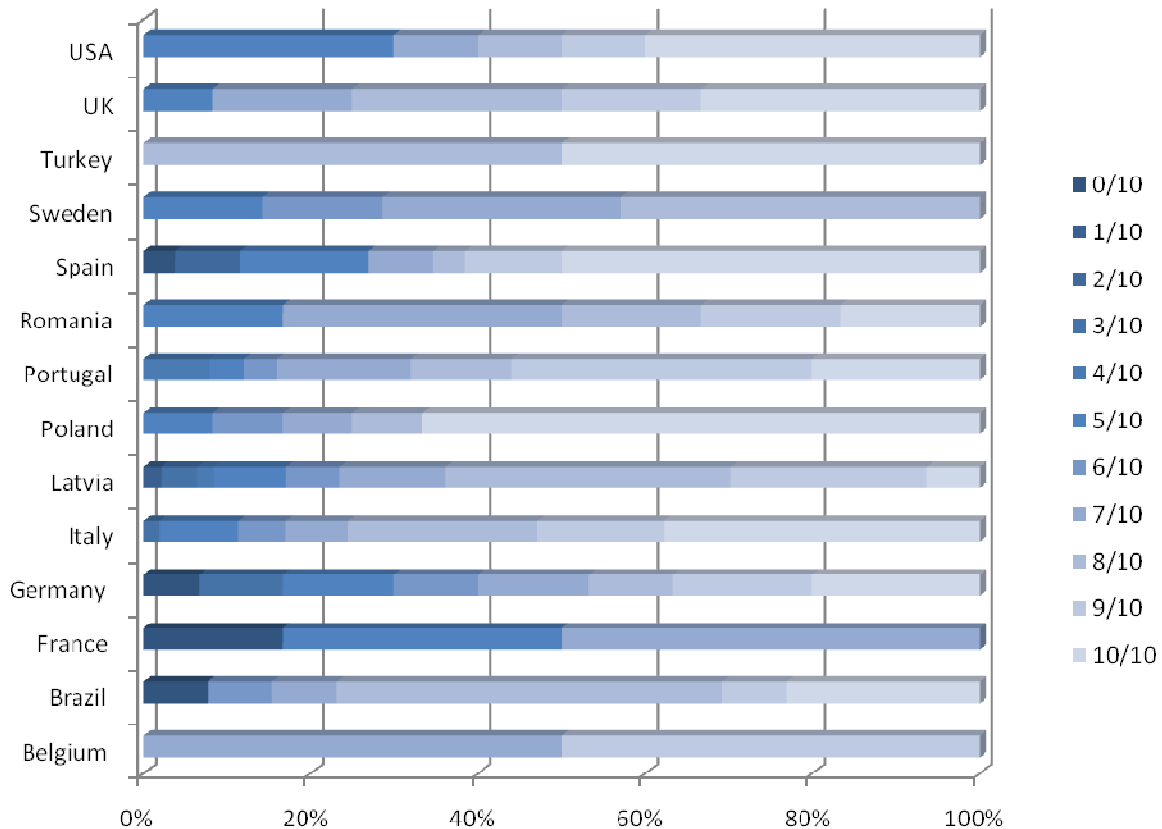
Public transportation and walking generally score high, with Oslo, Dresden and Coimbra leading the way. Drseden has the most user of public transport and Coimbra the largets number of people walking home. Lisbon (35%) and Palermo (48%) both saw a significant number of partygoers go home by car.

5. DATA ANALYSIS BY NATIONALITY



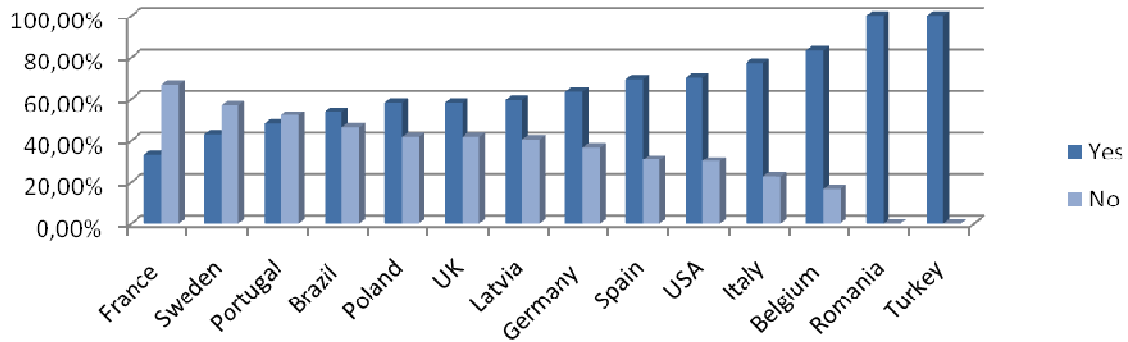
The programme was noticeable to all nationalities, with only Latvians (like in the first interim report) and Romanians failing to notice it en masse.

Did you appreciate the program? (0 - not at all; 10 - a lot)



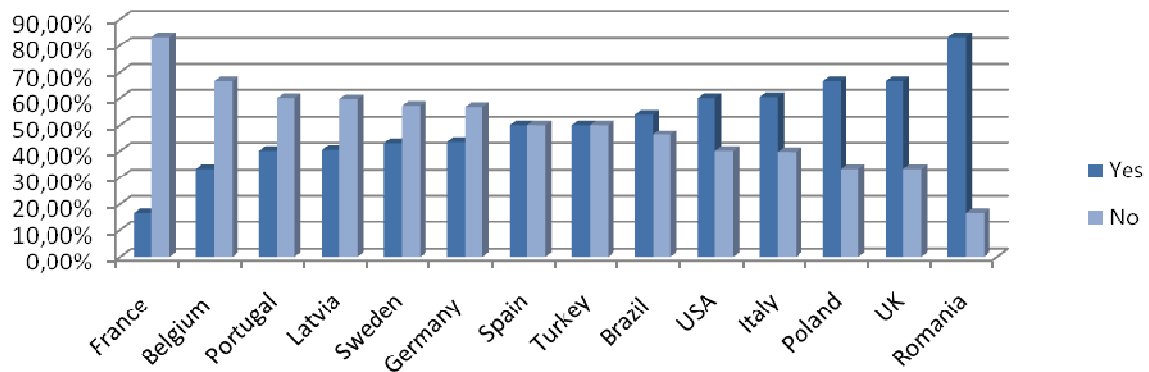
Belgian, Turkish and Polish respondents were most appreciative of the programme. More than 50% of respondents from all nationalities gave a score above 7 out of ten. The least appreciative were the respondents from France, Germany and Spain.

Did you learn something new from the program tonight?



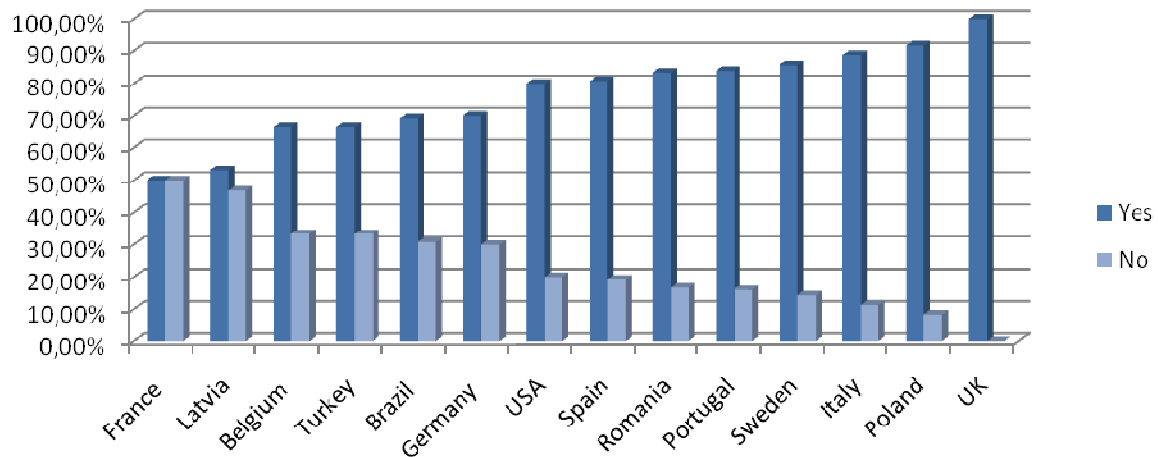
100% of Turkish and Romanian respondents learned something new from the programme. However, more than 50% of French, Swedish and Portuguese respondents said they didn't learn anything. For all other nationalities more than 50 % of respondents learned something new.

Did the program influence your behaviour tonight?



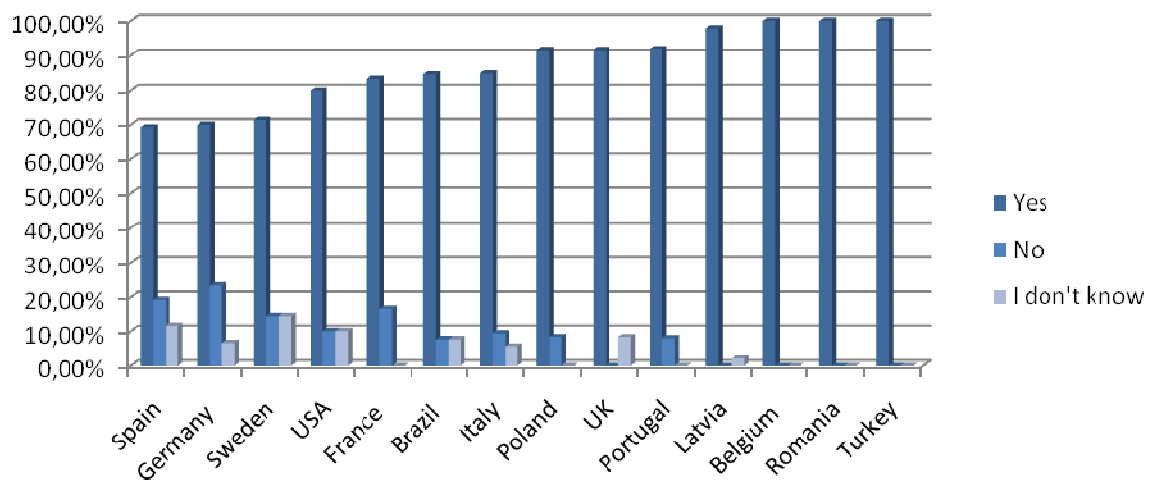
A majority of Brazilian, American, Italian, Polish, English and Romanian respondents said that the programme had influenced their behavior during the night. More than 60% of the French and Belgian respondents said it had no influence on their behavior.

Will you party responsibly in the future?



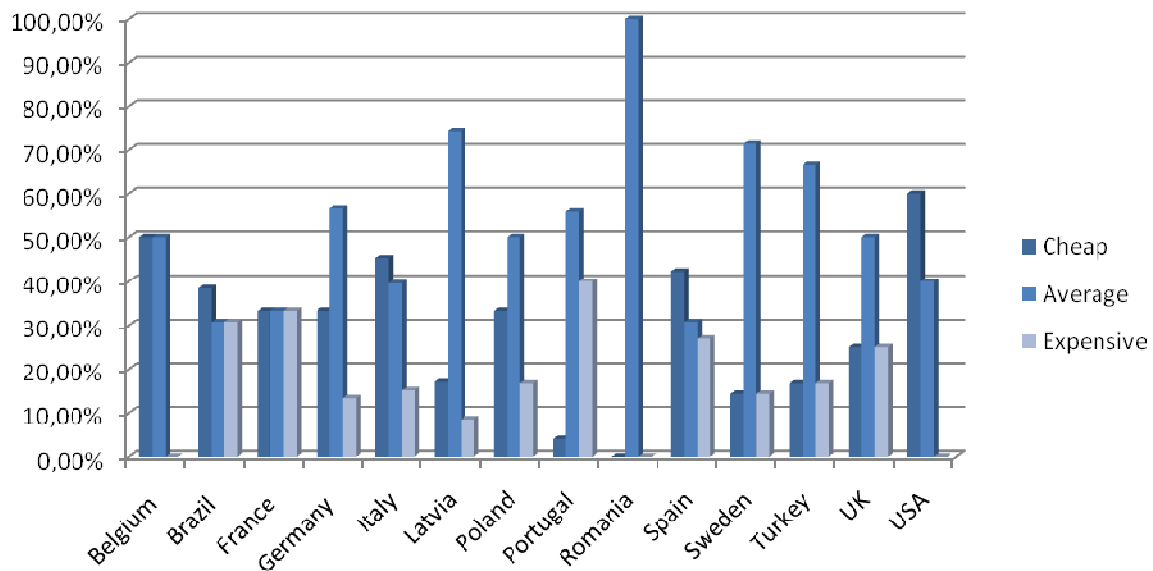
With the possible exception of the French and Latvians, the great majority of respondents said they would party responsibly in the future.

Do you think the program is useful?



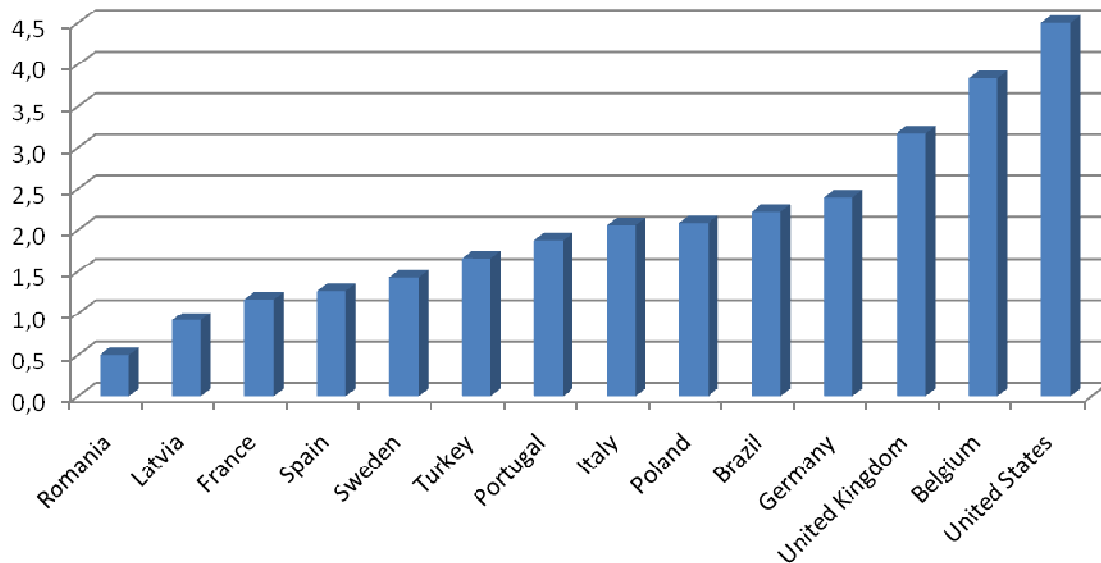
With the exceptions of Spain, Germany and Sweden, more than 80% of all respondents from the other countries rated the programme as being useful.

Would you say that drinks were...

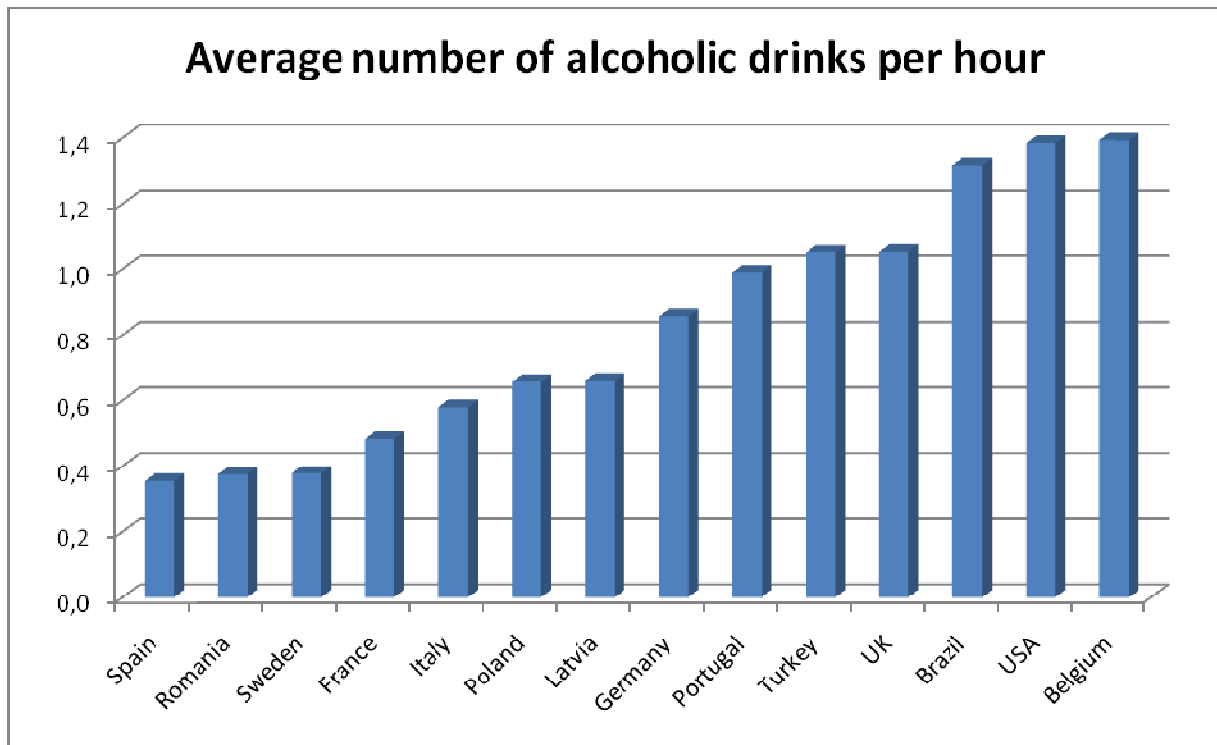


Nationals from the USA and Belgium thought drinks at the party were rather cheap. Only among respondents from Portugal did a significant number of respondents think drinks were expensive. Overall drinks were considered to be averagely priced.

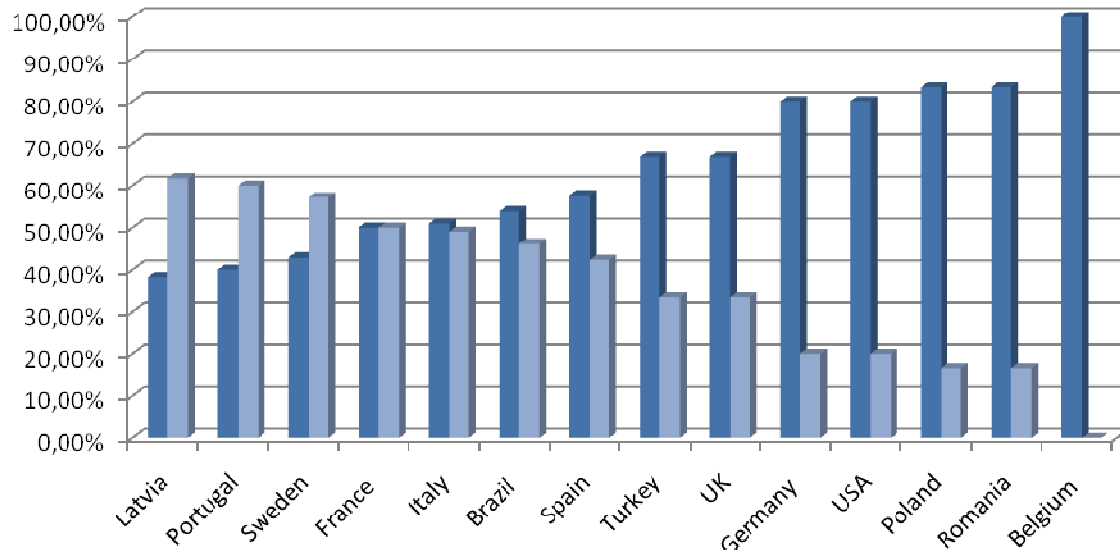
How many alcoholic drinks did you have?



Americans, English and Belgians on average drank more than 3 drinks during the party. Romanians, Latvians and French on average had less than 1 drink. When weighed against the number of hours spent at the party, Belgians, Americans and Brazilians still come out on top with an average consumption of 1,3 to 1,4 drinks per hour. Drinking the least amount of alcohol per hour are the Spanish, Romanians and Swedes with all less than half a drink per hour.

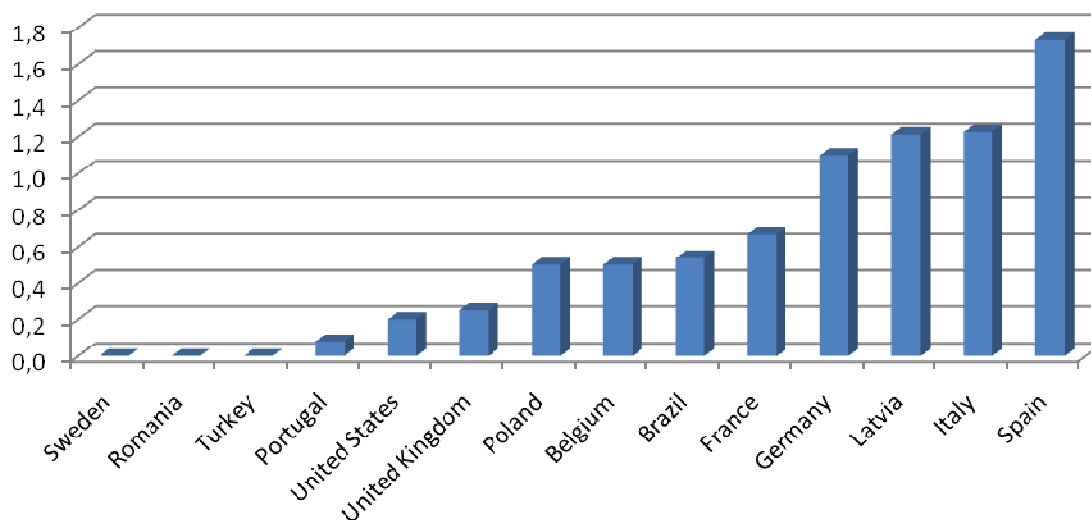


Were you drinking alcohol before your arrival at the party?

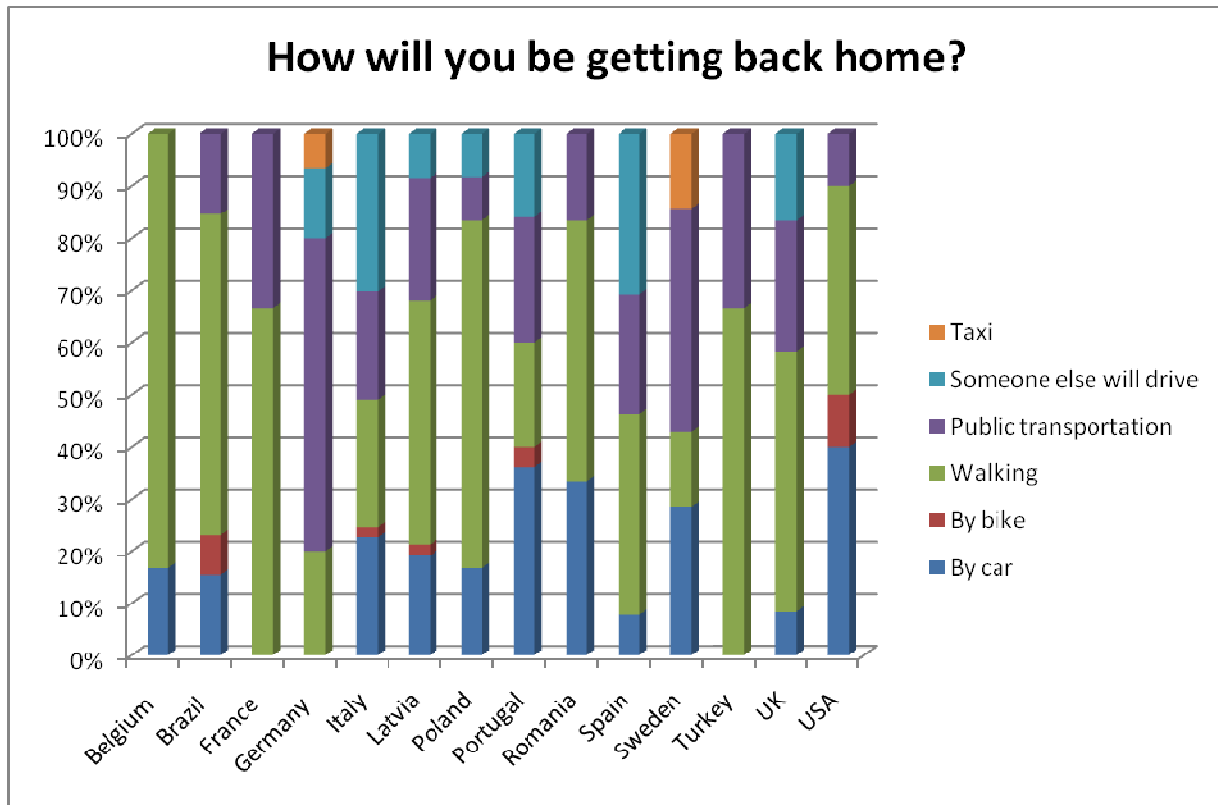


The Belgians and Americans, together with the Romanians, Polish and Germans, were also the nationals who had most frequently – around 80% of respondents - consumed alcohol before coming to the party. Fewer than 50% of Latvians, Portuguese and Swedes did.

How many soft drinks did you have at the party?



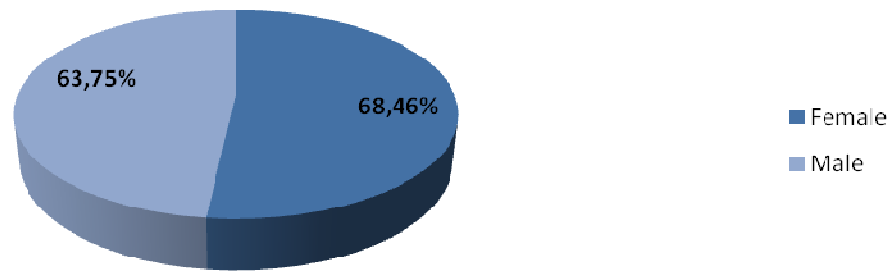
Spanish, Italians, Latvians and Germans are the most likely to consume soft drinks at a party. For Germans this is in stark contrast with the first interim report. Swedes, Romanians and Turkish did not consumer soft drinks.



People from Belgium, France, Poland and Turkey are the most likely to walk home after a party. Whereas in the previous report, respondents from most nations relied on someone to drive them home, people from Germany, Sweden and France rely heavily on public transport. Only for the USA, Portugal and Romania does the car represent an important method of transport to and from parties.

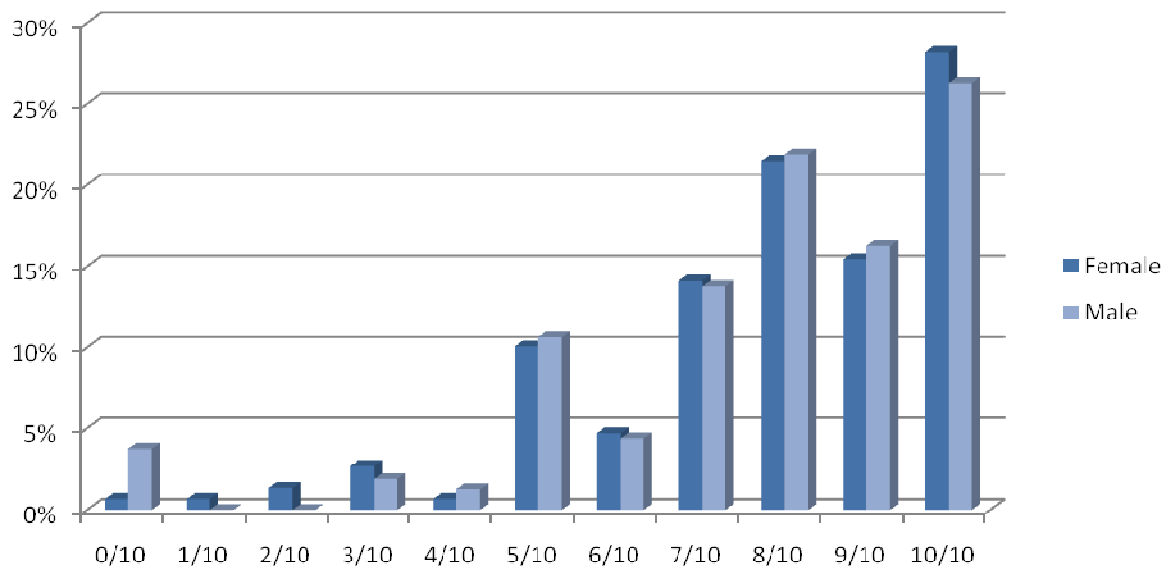
6. DATA ANALYSIS BY GENDER

% who noticed that a Responsible drinking program was implemented:



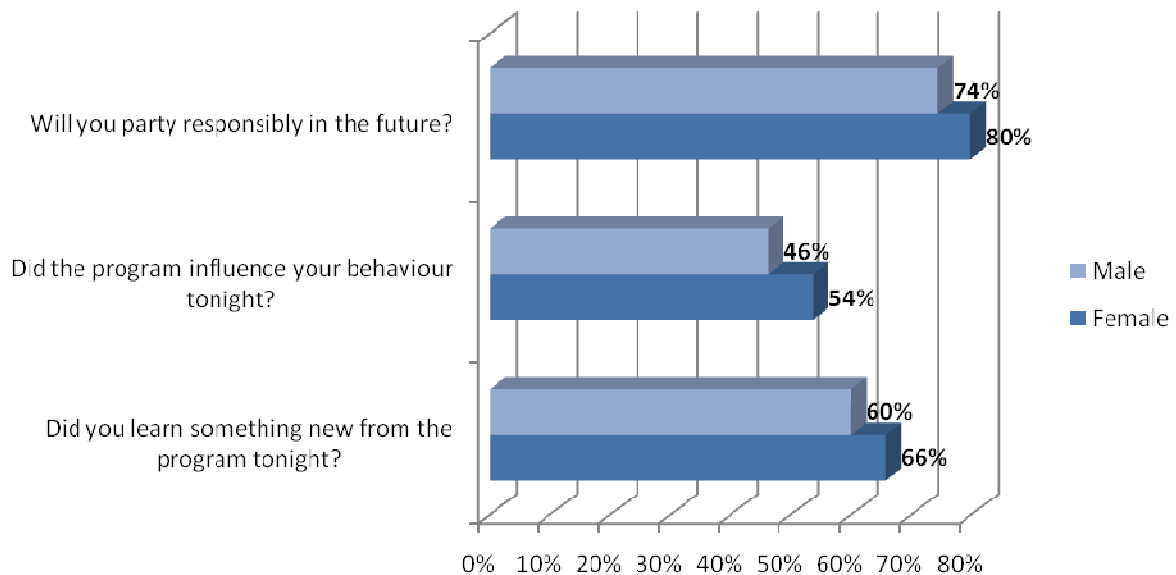
Women (68%) were slightly more likely to notice the Responsible drinking programme than men.

Appreciation of the program (out of 10)



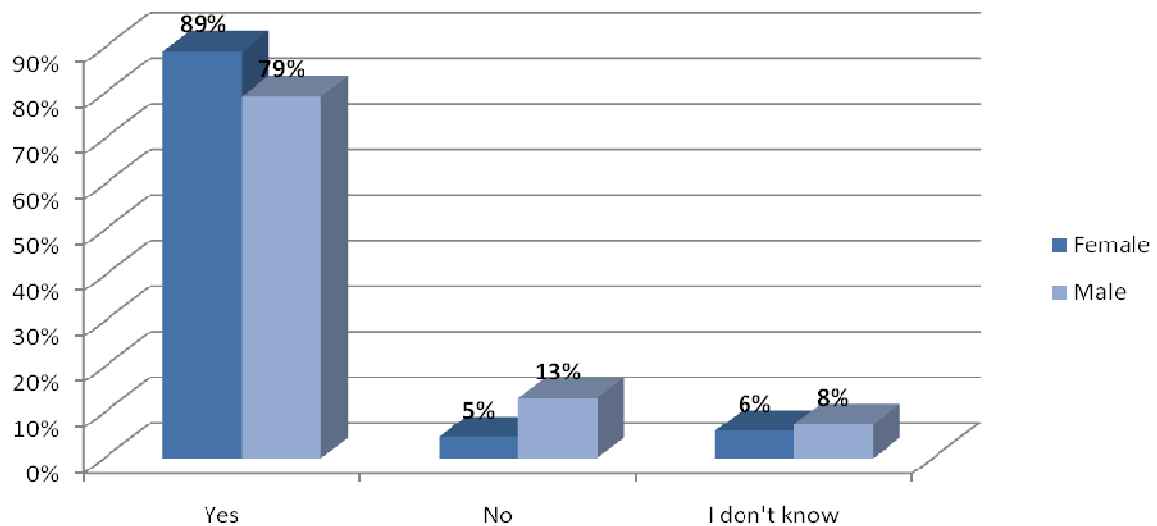
There is no real difference in the appreciation of the programme between men and women.

Program influence:

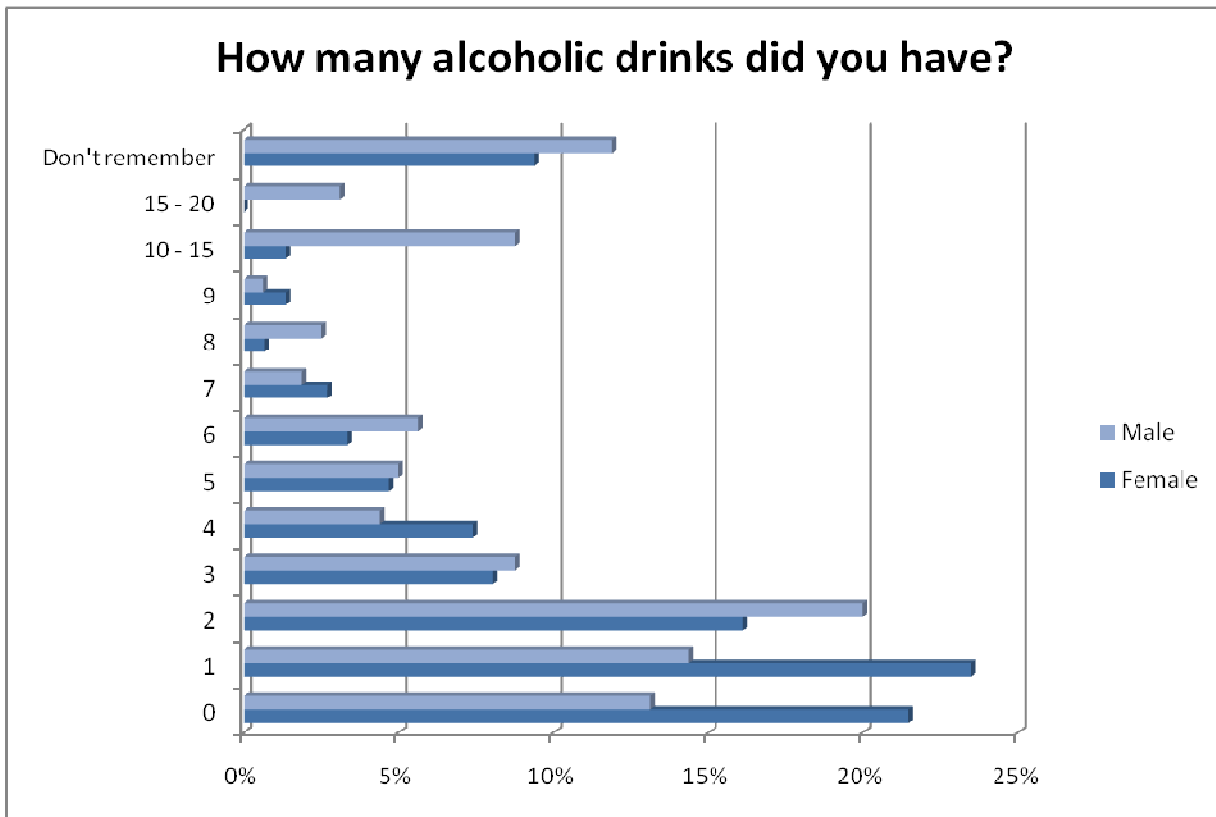


Women are slightly more likely to take something on board from such initiatives than men are. Women are also slightly more inclined to party responsibly.

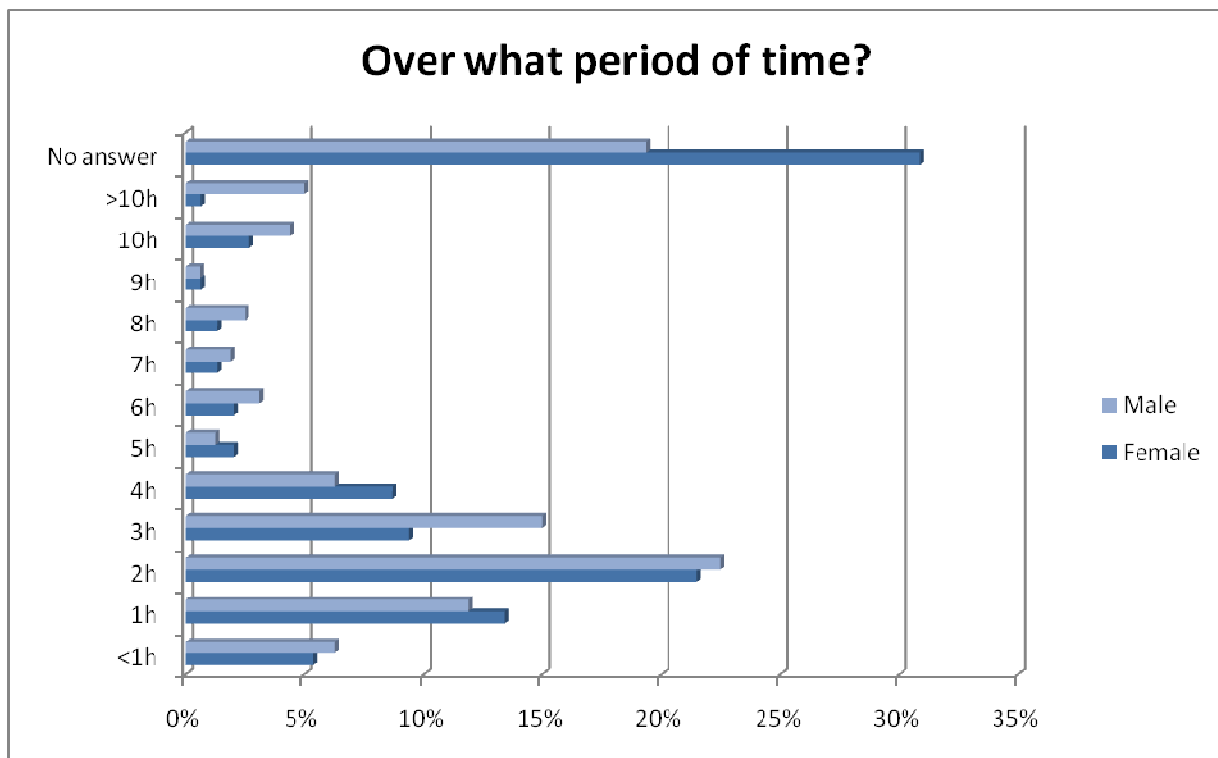
Do you think the program is useful?



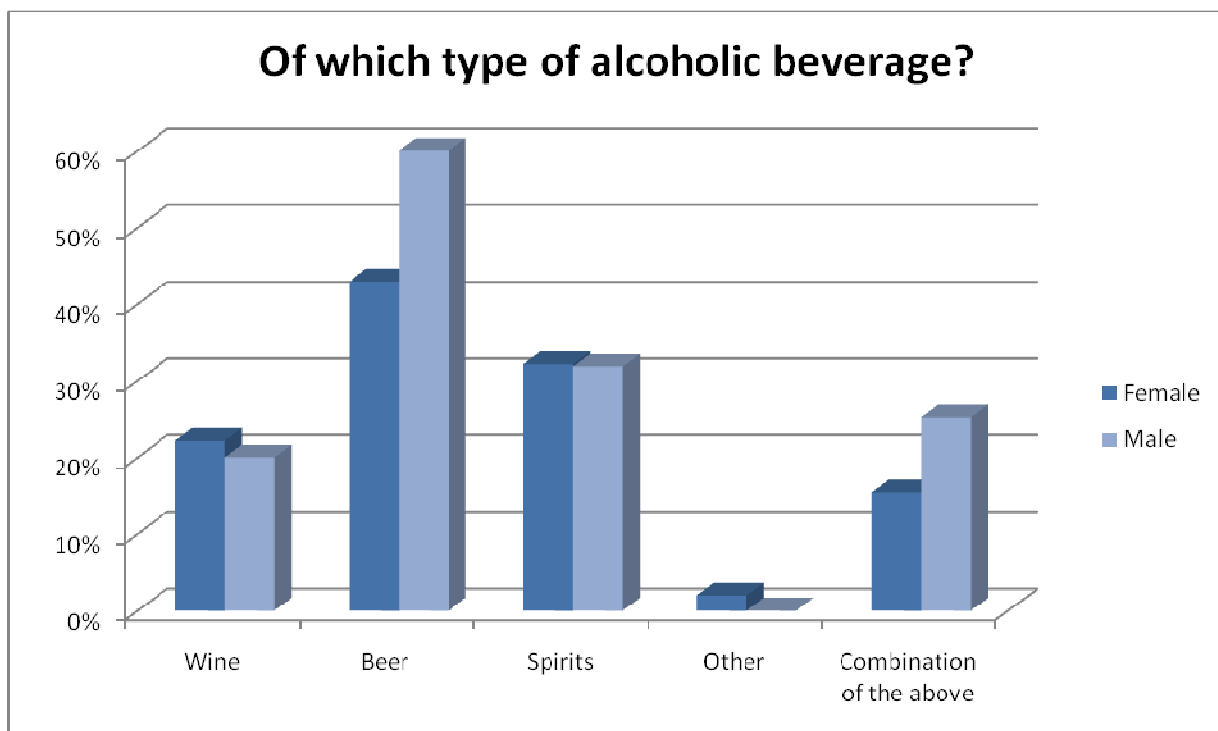
This time around women seem to find the programme slightly more useful than men.



When it comes to excessive consumption, men are in the lead, with only 9% of women drinking more than 5 alcoholic drinks in one night compared to 22% of men.

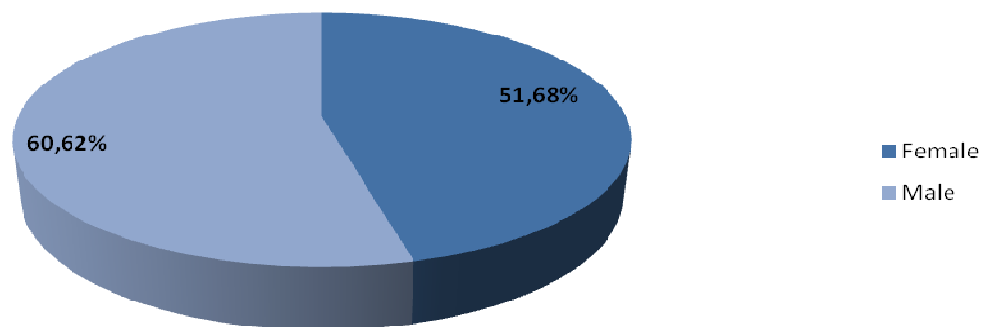


There is no real difference in the amount of time spent at the party between men and women.



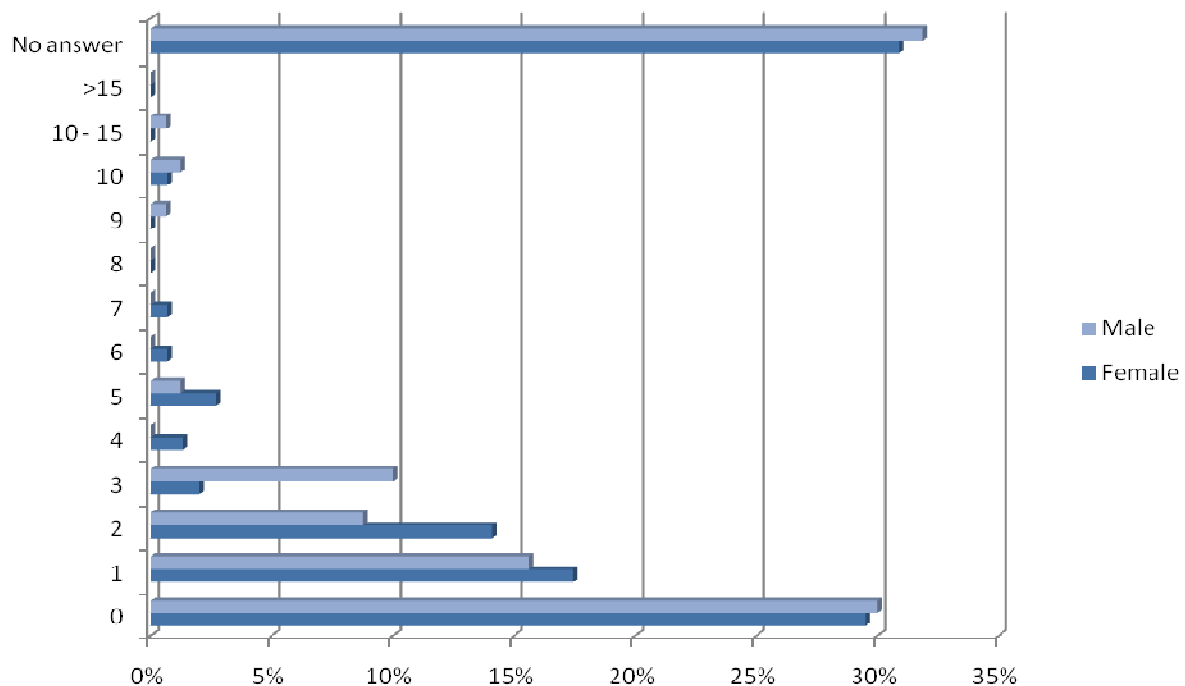
Whereas women are slightly more likely to drink wine or spirits, men clearly drink more beer and men clearly have a tendency to combine different alcoholic drinks.

Were you drinking alcohol before your arrival at the party?

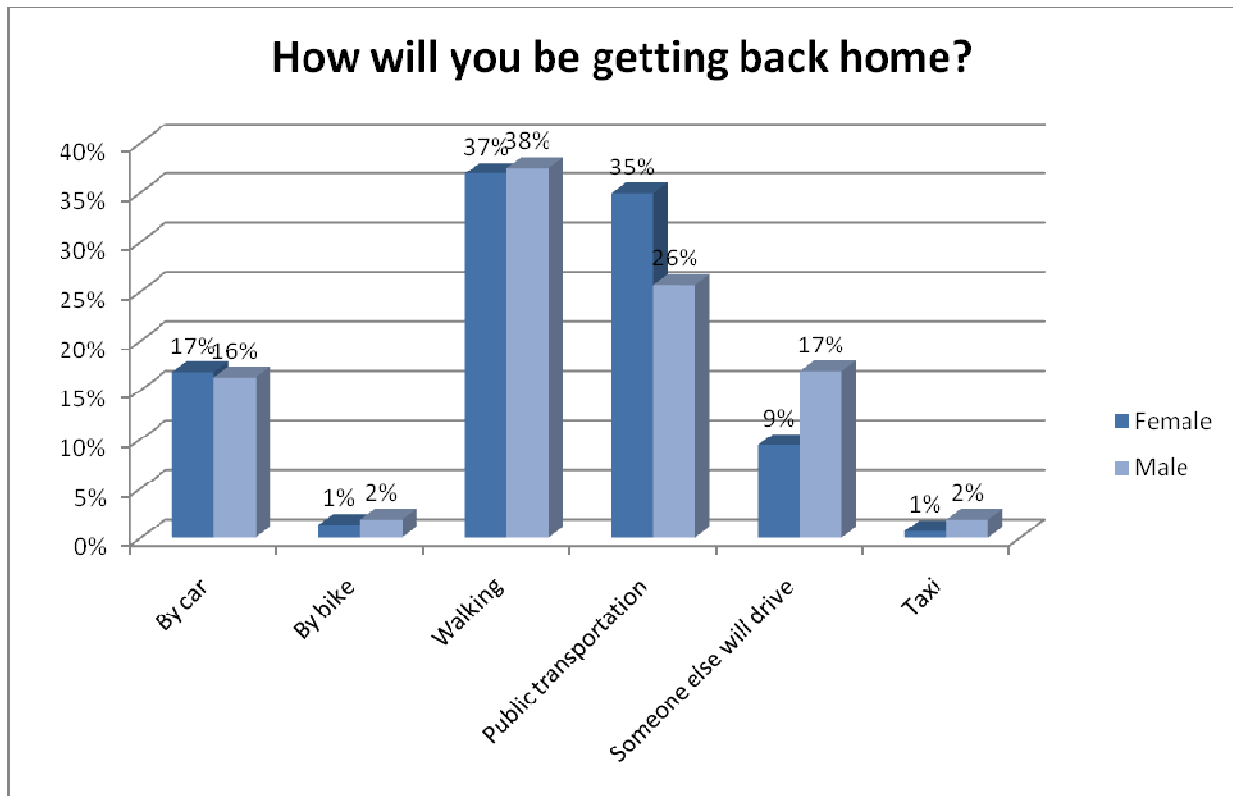


Men are also more likely to drink before going to a party than women are.

How many soft drinks did you have at the party?

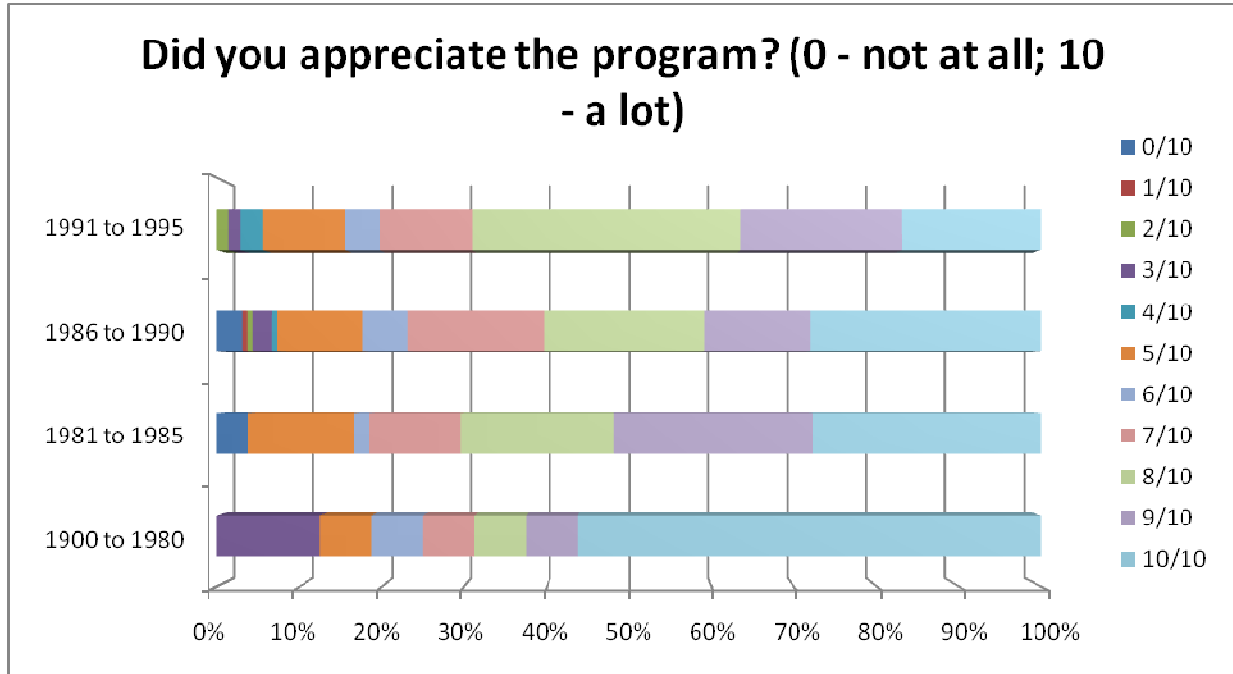


No enormous discrepancies here.



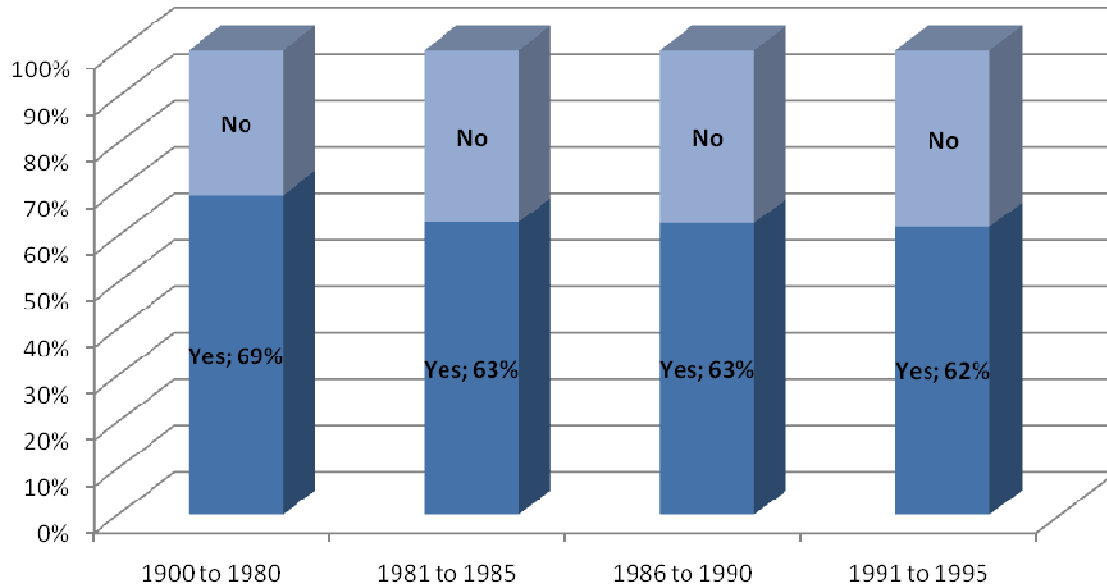
Also regarding the preferred methods of getting back home no huge differences can be noted in the sense that both women and men have an equal tendency to walk or go by car. However, where women take public transportation, some men rely on friends or taxis to get them from A to B.

7. DATA ANALYSIS BY AGE



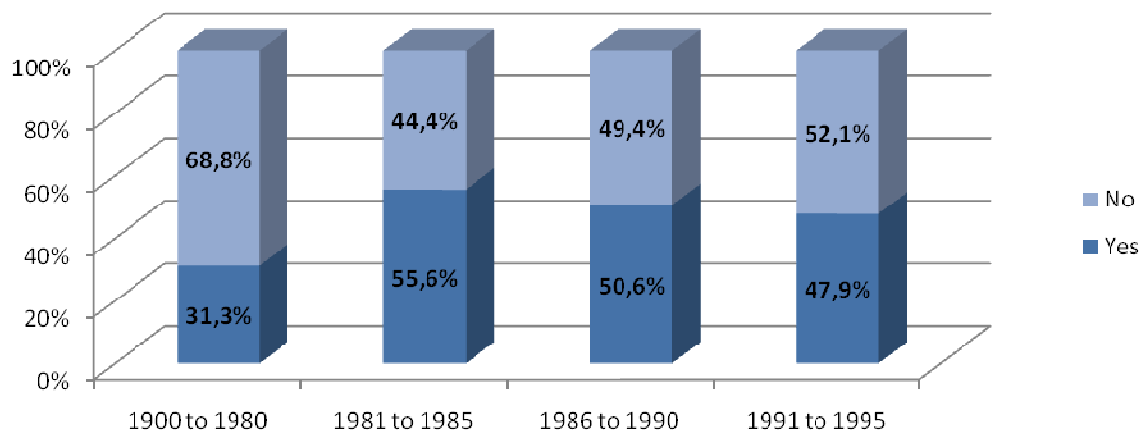
Nearly 70% of all respondents of all ages give a score of 8 and above to the programme.

Did you learn something new from the program tonight?

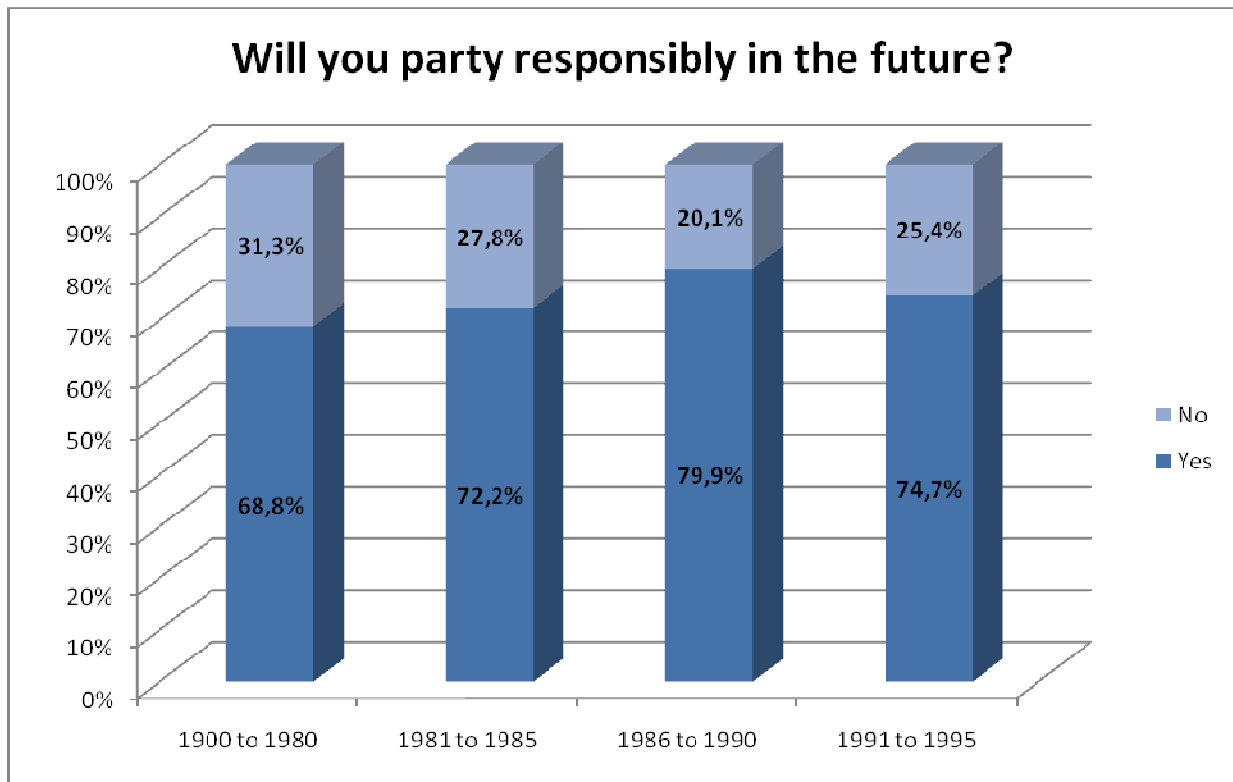


The older age group (born between 1900 and 1980) is slightly more inclined to say that they will have learned something. However, they are also the group that claims not to have been influenced by the programme.

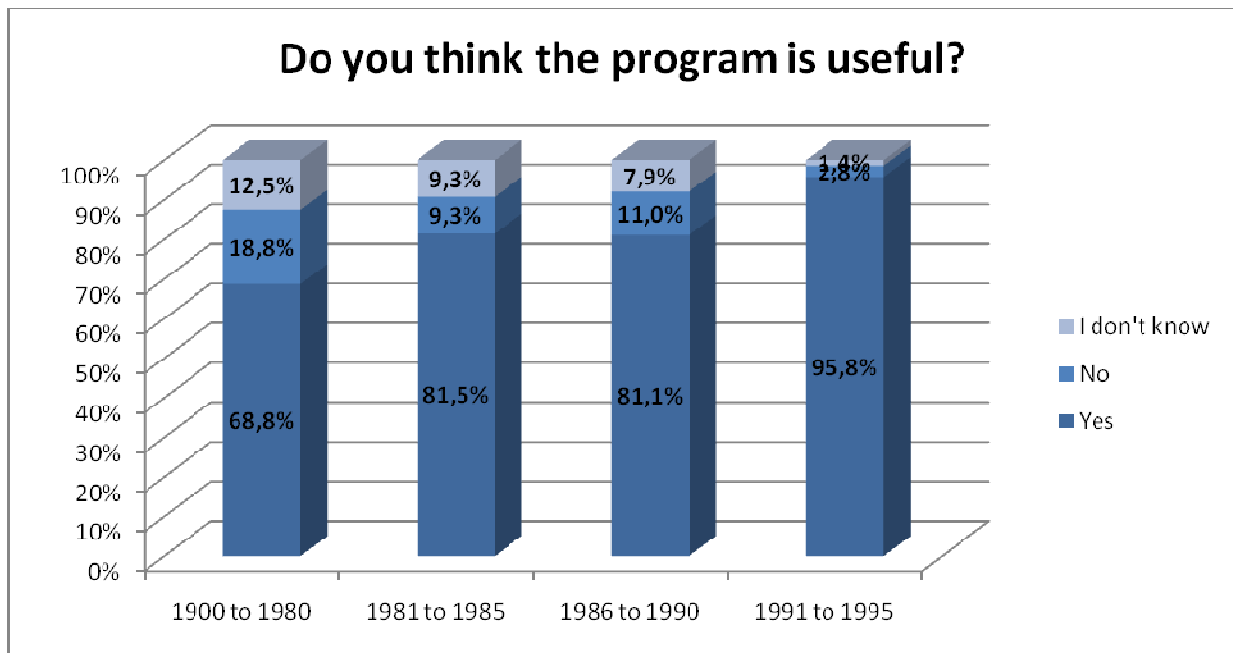
Did the program influence your behaviour tonight?



The younger age groups are marginally more likely to adapt their behavior when confronted with the Responsible drinking programme.



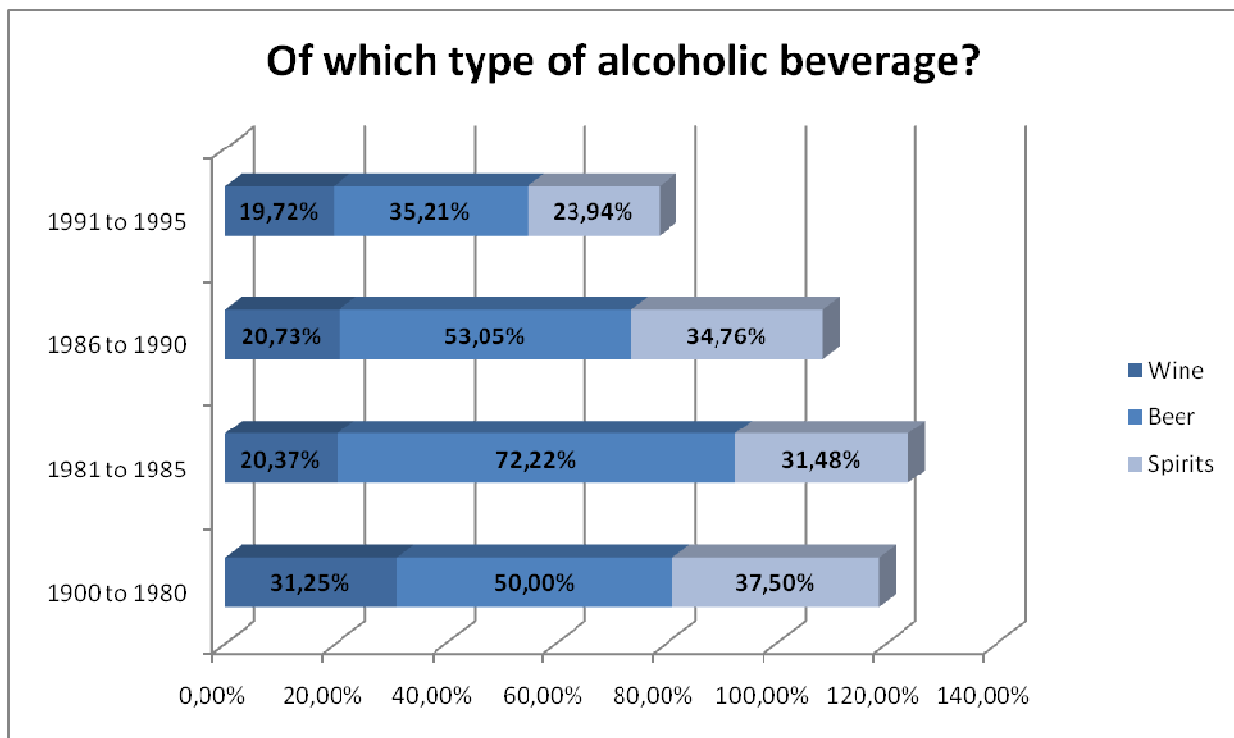
Again the most skeptical are the oldest respondents, with 31% saying that they will not party responsibly in the future. Those most likely to party responsibly in the future are respondents born between 1986 and 1990.



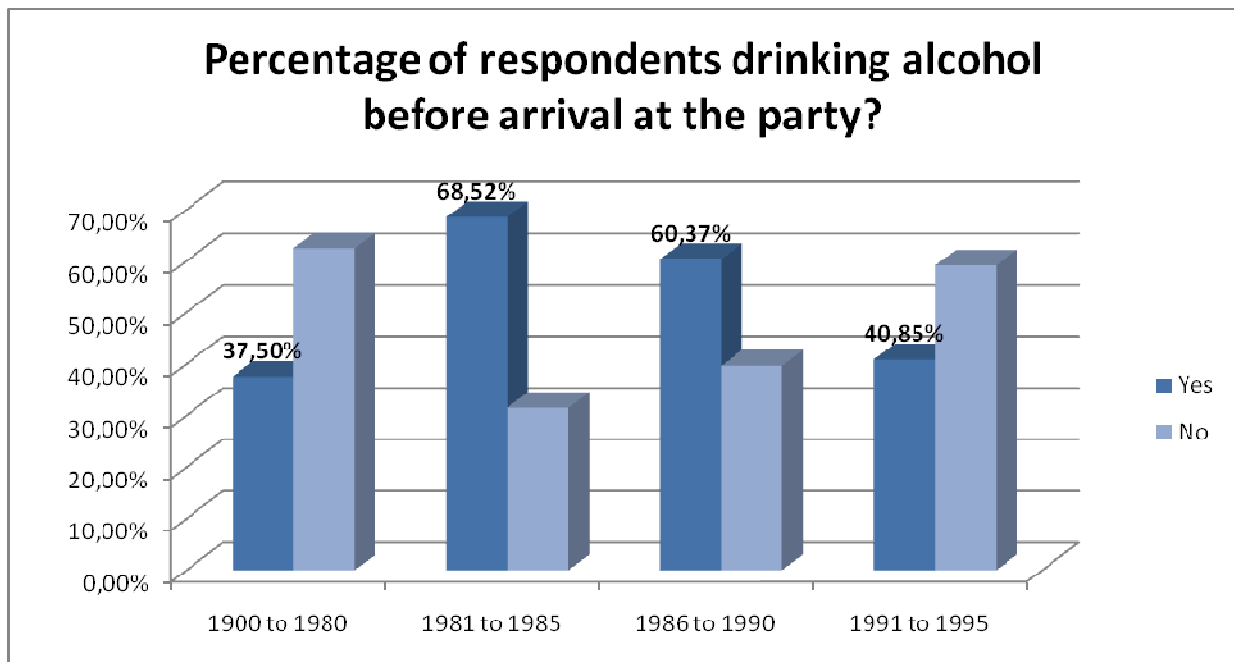
Again, skepticism about the programme's usefulness is largest among the older group with 19% saying that it's not useful and 12% claiming that they don't know. The youngest group is nearly unanimous in their belief in the usefulness of the Responsible Parties.



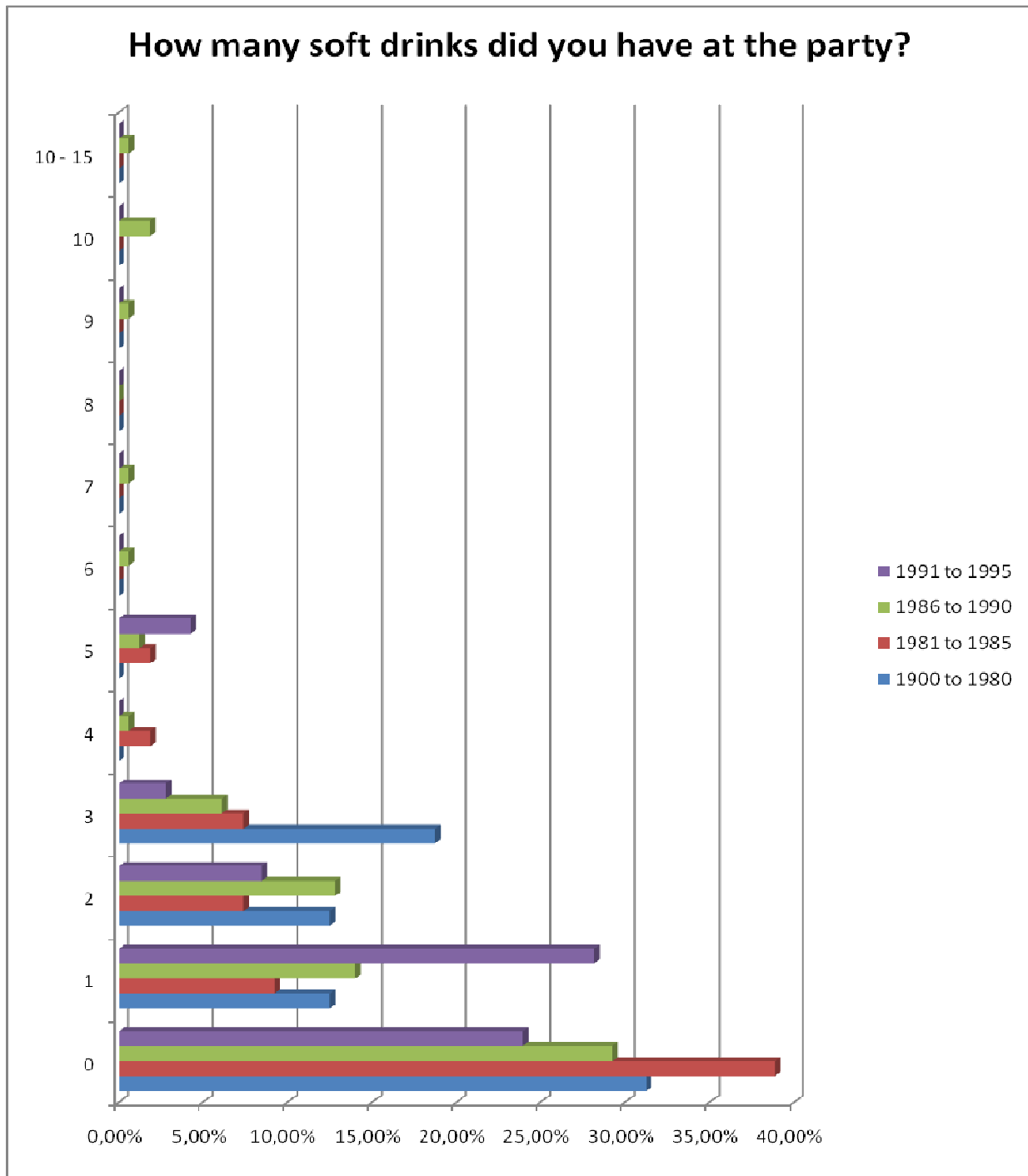
No clear consumption pattern based on age can be established in the second round of surveyed Responsible Parties.



The older age groups have a clear tendency to mix different types of alcoholic drinks. There's also a clear preference for beer in every age group but beer carries a clear preference for those aged 25 to 30. For those aged 30 and above wine and spirits take a bigger share of the market.



Nearly 70% of those aged 25 to 30 drank alcohol before coming to the party. The number is also high for those aged 20 to 25. Significantly fewer respondents younger than 20 (40%) drank before coming to the party.



There is no clear pattern regarding the consumption of soft drinks.